SIXTH AUDIT
OF
MARQUEE VALUES

APRIL, 1941

AUDIENCE RESEARCH INSTITUTE
PRINCETON

THE FIRST YEAR

In the Introduction to the first Audit we wrote: "At the end of one year it should be possible to chart the *trend* of each personality's marquee value, and thus to find out who are on the way up and who are on the way out."

You now hold these charts in your hands.

You will see that the following personalities have gained fifteen points or more during the last twelve months, and you may fairly assume that they are on the way up.

Rank April 1940	*Rank April 1941*		*Points Gained*
5th	2nd	James Stewart	+36
13th	6th	Ginger Rogers	+23
22nd	7th	Judy Garland	+24
16th	10th	Cary Grant	+17
*	13th	Bob Hope	+15 (in nine months)
48th	16th	Alice Faye	+24
41st	19th	Hedy Lamarr	+16
46th	21st	Robert Taylor	+17
70th	29th	Madeleine Carroll	+28
52nd	32nd	Rosalind Russell	+15
55th	35th	Olivia De Havilland	+15
65th	40th	Dorothy Lamour	+16
72nd	45th	Humphrey Bogart	+19
*	56th	Paulette Goddard	+20 (in six months)

The following personalities have lost fifteen points or more during the last twelve months, and it must be inferred that most of them are on the way out.

Rank April 1940	*Rank April 1941*		*Points Lost*
6th	11th	Deanna Durbin	—17
8th	23rd	Paul Muni	—34
12th	25th	Tyrone Power	—23
17th	38th	Ronald Colman	—16
17th	48th	Nelson Eddy	—26
32nd	48th	Fred MacMurray	—16
28th	56th	Sonja Henie	—23
28th	61st	Charles Laughton	—30
28th	61st	Fred Astaire	—30
46th	65th	Greta Garbo	—21
52nd	86th	Eleanor Powell	—23
57th	89th	Shirley Temple	—21

***Not included in first Audit.**

In addition, the four British actors who were dropped from recent audits have declined considerably since April 1940:

	Rank April 1940
Leslie Howard	41st
Robert Donat	49th
David Niven	61st
Richard Greene	76th

For the first time since April 1940 we have included in this Audit breakdowns by age, by sex and by economic status. These breakdowns are calculated on the basis of the Fifth and Sixth Audits combined, covering February and April 1941.

Having seen our frequent emphasis on self-identification as the major factor underlying marquee values, you will not be surprised to learn that of the forty-eight actresses included in the Audit, forty-one (85 per cent) are more popular with female theatergoers than with male.

The only actresses whose appeal to the opposite sex exceeds their appeal to their own sex are the following:

	Rank By Male Theatergoers*	*Rank* By Female Theatergoers*
Hedy Lamarr	3rd	20th
Dorothy Lamour	7th	25th
Ann Sheridan	10th	27th
Paulette Goddard	14th	26th
Betty Grable	18th	41st
Ann Sothern	19th	31st
Lana Turner	25th	34th

The primary cause of this curious situation is that the average male theatergoer is far more interested in stars of his own sex than in stars of the opposite sex. Female theatergoers on the other hand are more catholic—they are comparatively more interested in the opposite sex. Even so, only 40 per cent of the male stars appeal as much to females as they do to males.

Comparison of the age-sex-economic breakdowns for April 1940 and February/April 1941 reveals some interesting shifts in the composition of personality followings:

> Mickey Rooney has lost heavily among boys in the 12-17 age group. Nevertheless he is still their favorite star. He has also lost popularity among persons in the lowest income group.

**Among the 48 actresses only.*

Ginger Roger's rise has been most marked with females in the 18 - 30 group—the KITTY FOYLE group. **She is now the most popular actress among male theatergoers, and the second most popular actress among female theatergoers.** During the last year she has also gained to a remarkable extent among persons in the upper-middle income group.

★

Judy Garland has gained considerably with men and women over eighteen. Among the more prosperous elements in the audience she has actually lost strength.

★

Gary Grant lost popularity with males during the course of the year, but gained very considerably with females—due no doubt to his role in MY FAVORITE WIFE. He showed no gains among the poor.

★

Deanna Durbin has lost a lot of ground, particularly with men.

★

James Cagney has lost some of his following among boys, but he still remains their fourth most popular star.

★

Hedy Lamarr has become the second most popular of all actresses amongst boys, being surpassed only by Judy Garland. Perhaps it is that she became a *symbol* to male adolescents?

★

Katharine Hepburn has gained 28 points with females, only 5 points with males.

★

Tyrone Power's serious loss of marquee value was largely confined to female theatergoers.

★

Madeleine Carroll shows a remarkable gain with females of all ages—she is also up with males, though not so much so.

★

Rosalind Russell's 21 point gain was accounted for by her greater than proportional rise in strength with the top income group. She gained more with females than with males.

Irene Dunne is exhibiting the typical symptom of *anno domini* —a sharp drop in popularity in the 12-17 age group.

*

Olivia De Havilland derives most of her increased marquee value from females, particularly in the younger age groups.

*

Ronald Colman shows a disquieting symptom—he is holding his popularity with the older age groups but is losing rapidly with theatergoers under thirty.

*

Dorothy Lamour's increase in marquee value comes from the younger females and the older males.

*

Melvyn Douglas registered a gain of 7 points during the year. This increase in marquee value came entirely from the top income group. Cf. Rosalind Russell.

*

Carole Lombard shows a curious decline among males over seventeen. She has declined in all income groups except the most prosperous.

*

Priscilla Lane has lost a great deal of her former strength amongst persons under eighteen.

*

Humphrey Bogart's 19 point gain comes more from males than from females, his biggest jump being with boys under eighteen. It is they who most appreciate gangster roles.

*

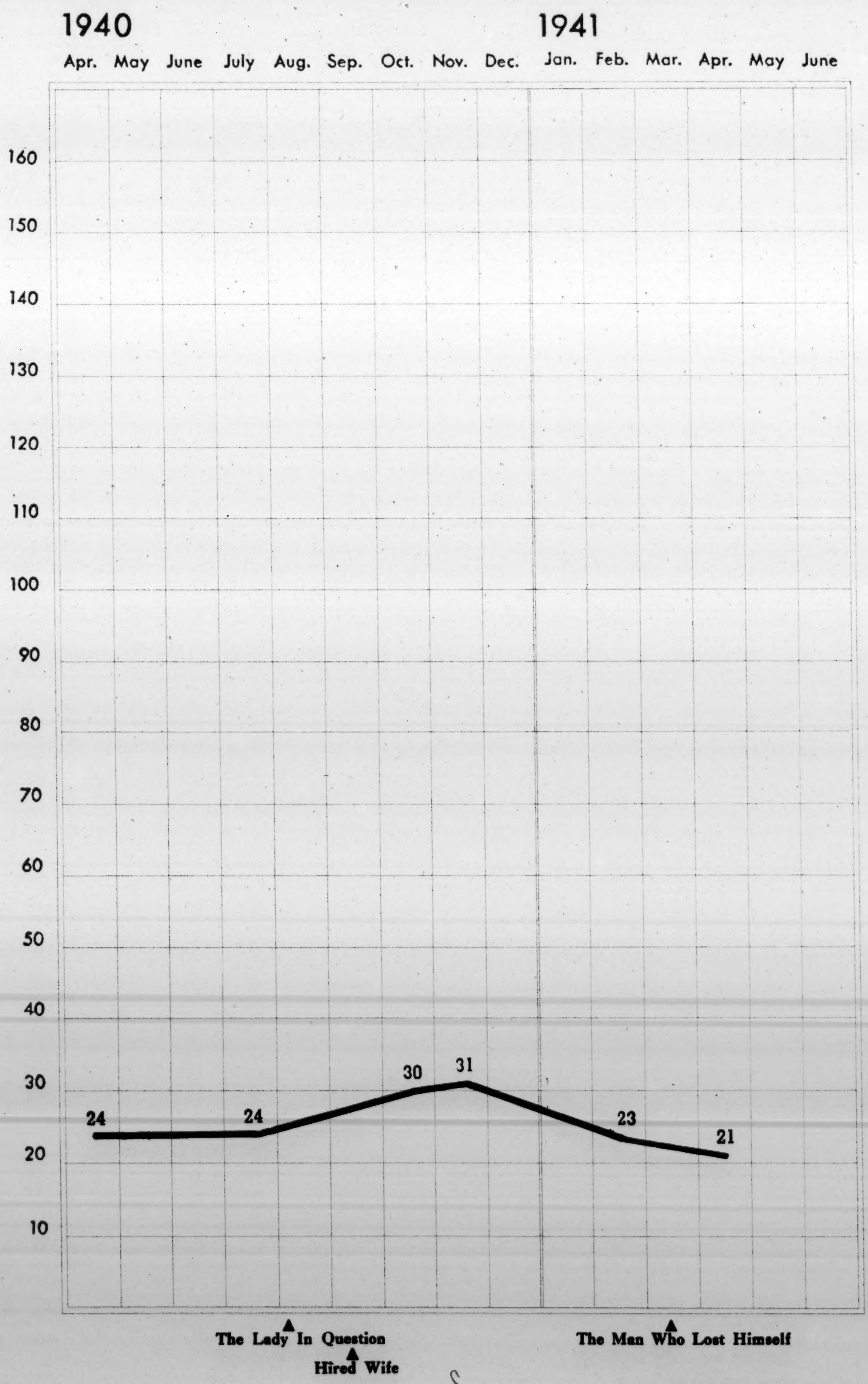
Fred MacMurray used to be strongest with boys 12-17. He has now lost a large part of this following. He has also declined with females of all ages.

*

Loretta Young shows a marked decline among males of all ages.

*

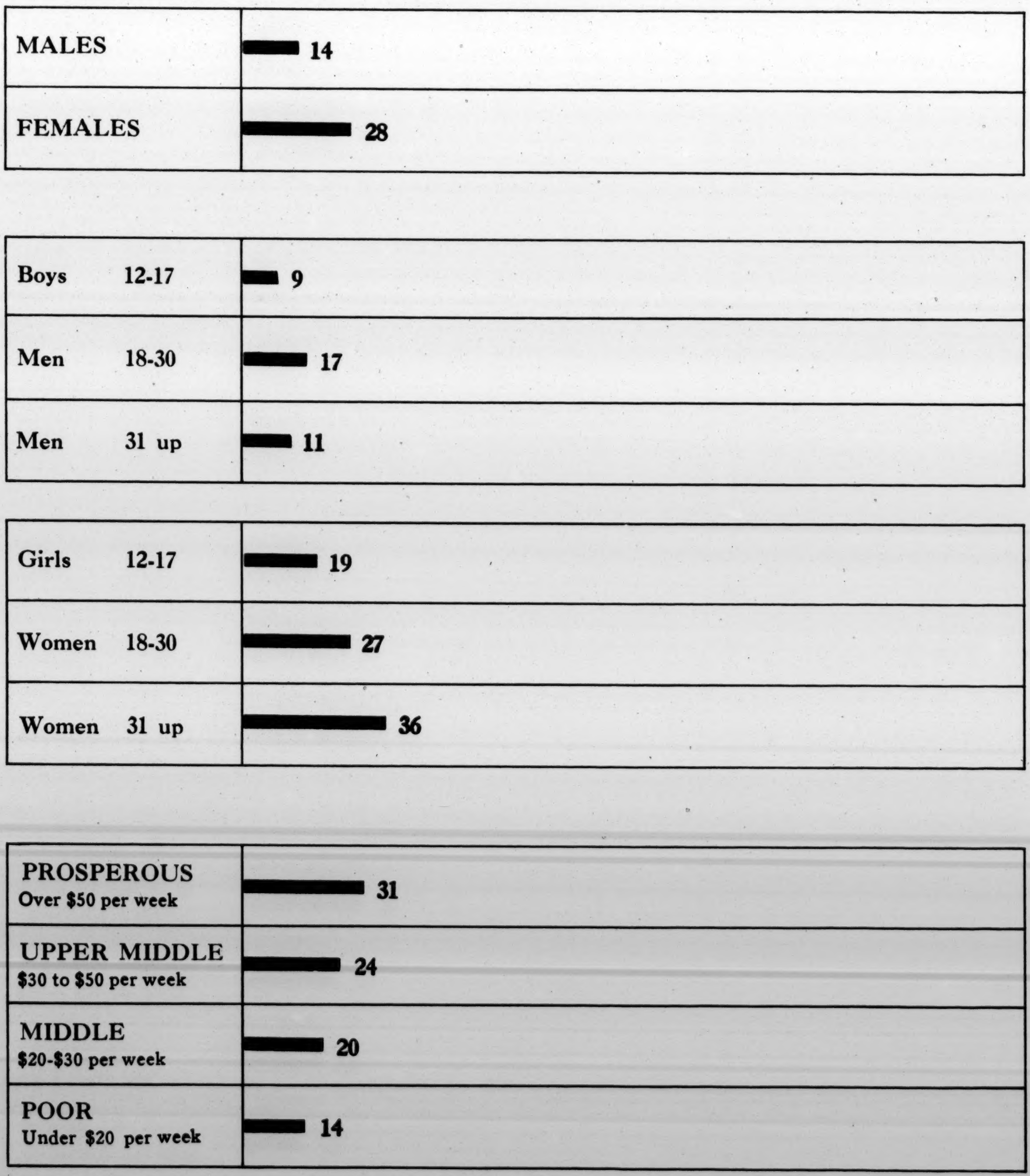
Jack Benny has increased his following among boys and girls under eighteen, and with the poor.

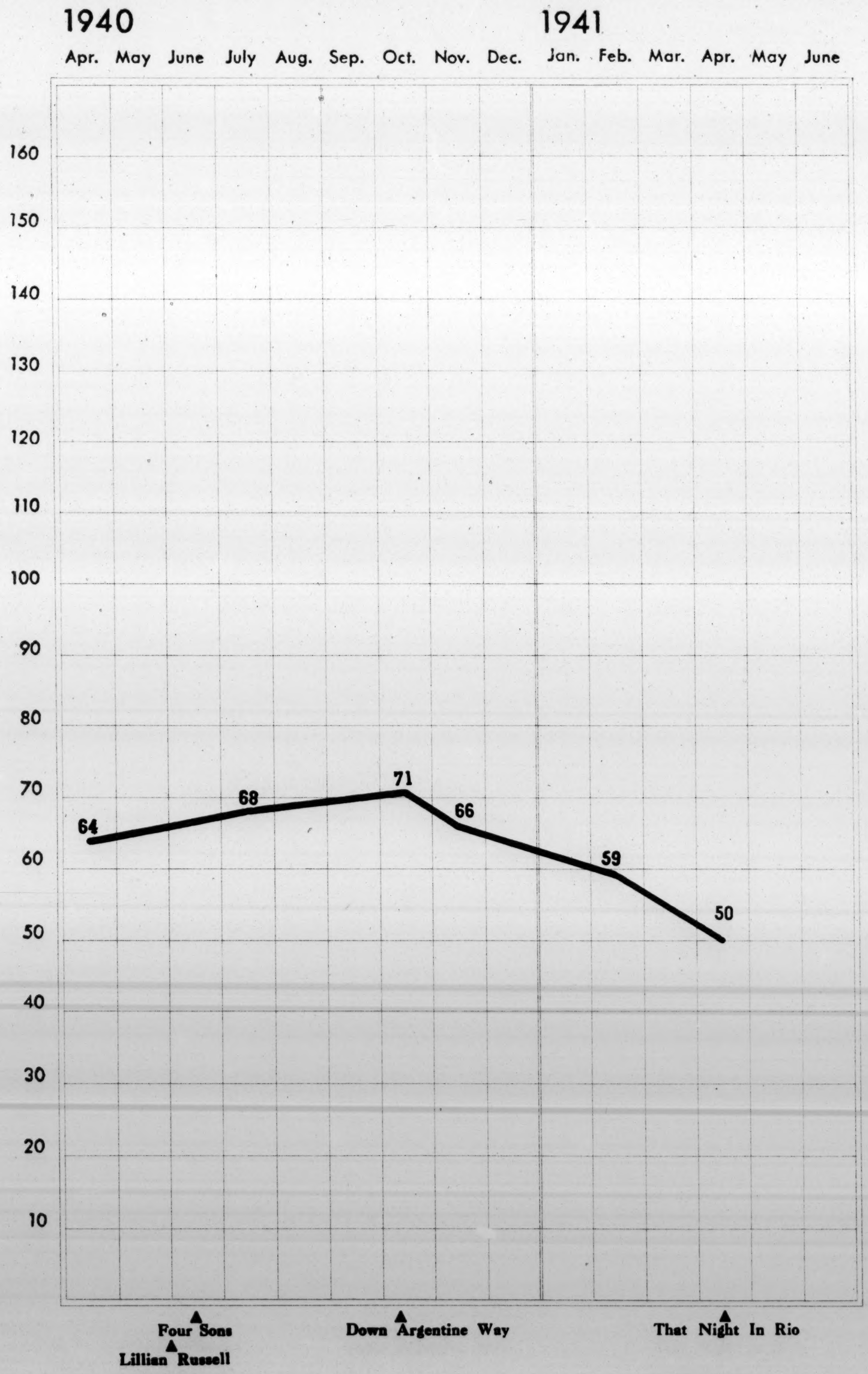


AHERNE, Brian 93rd

AHERNE, Brian

February—April 1941

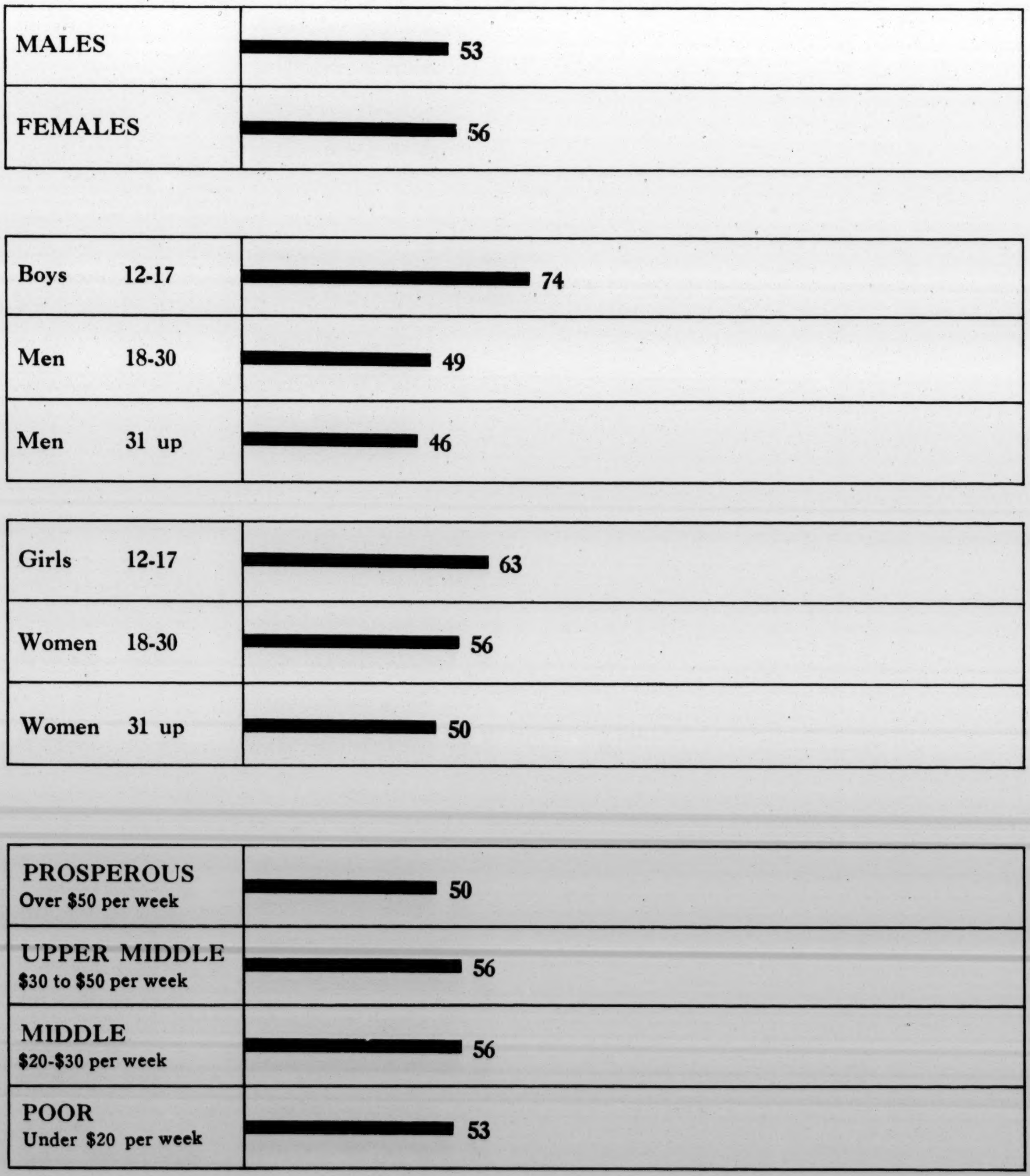


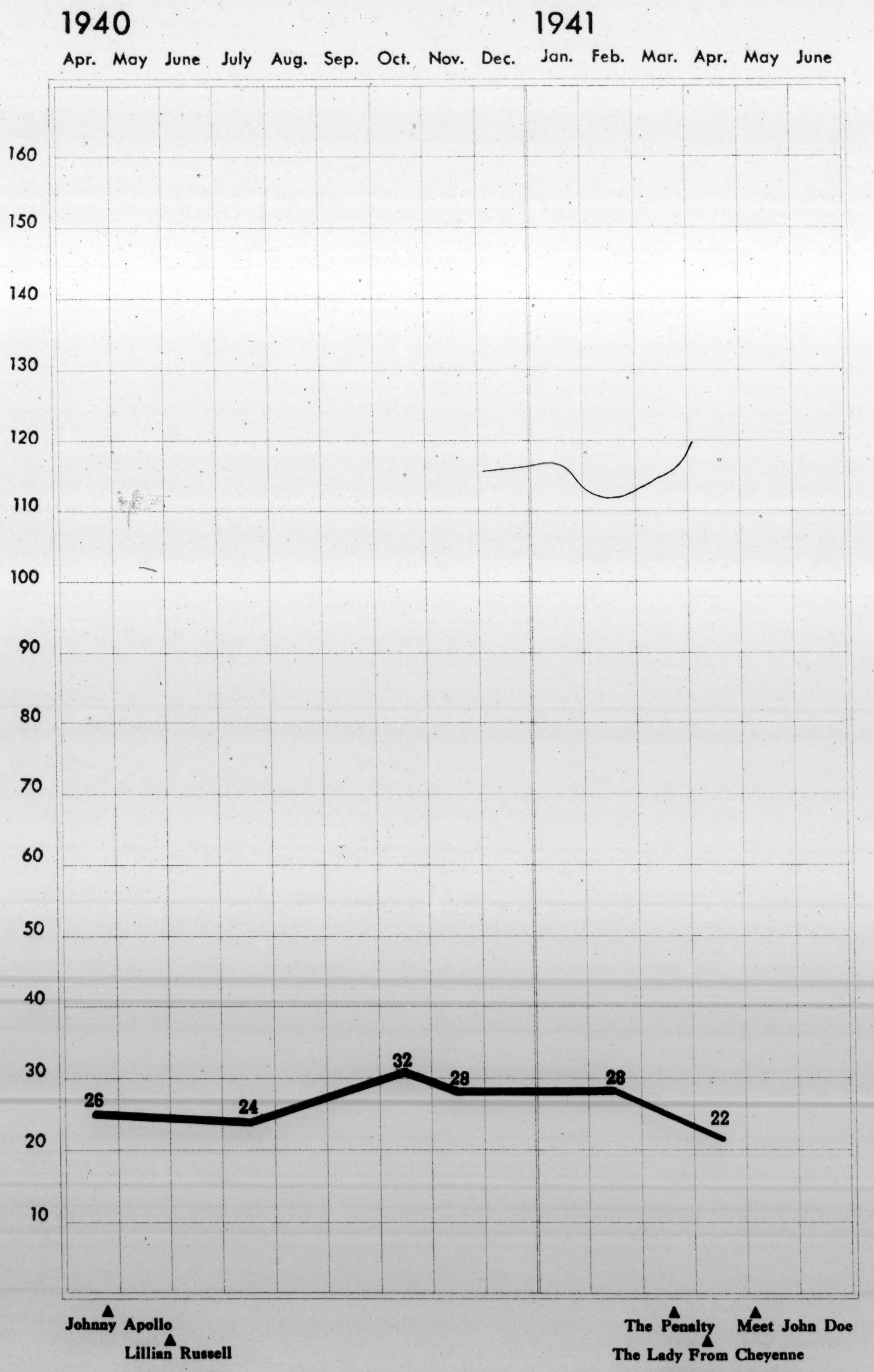


AMECHE, Don 48th

AMECHE, Don

February—April 1941





ARNOLD, Edward 91st

ARNOLD, Edward

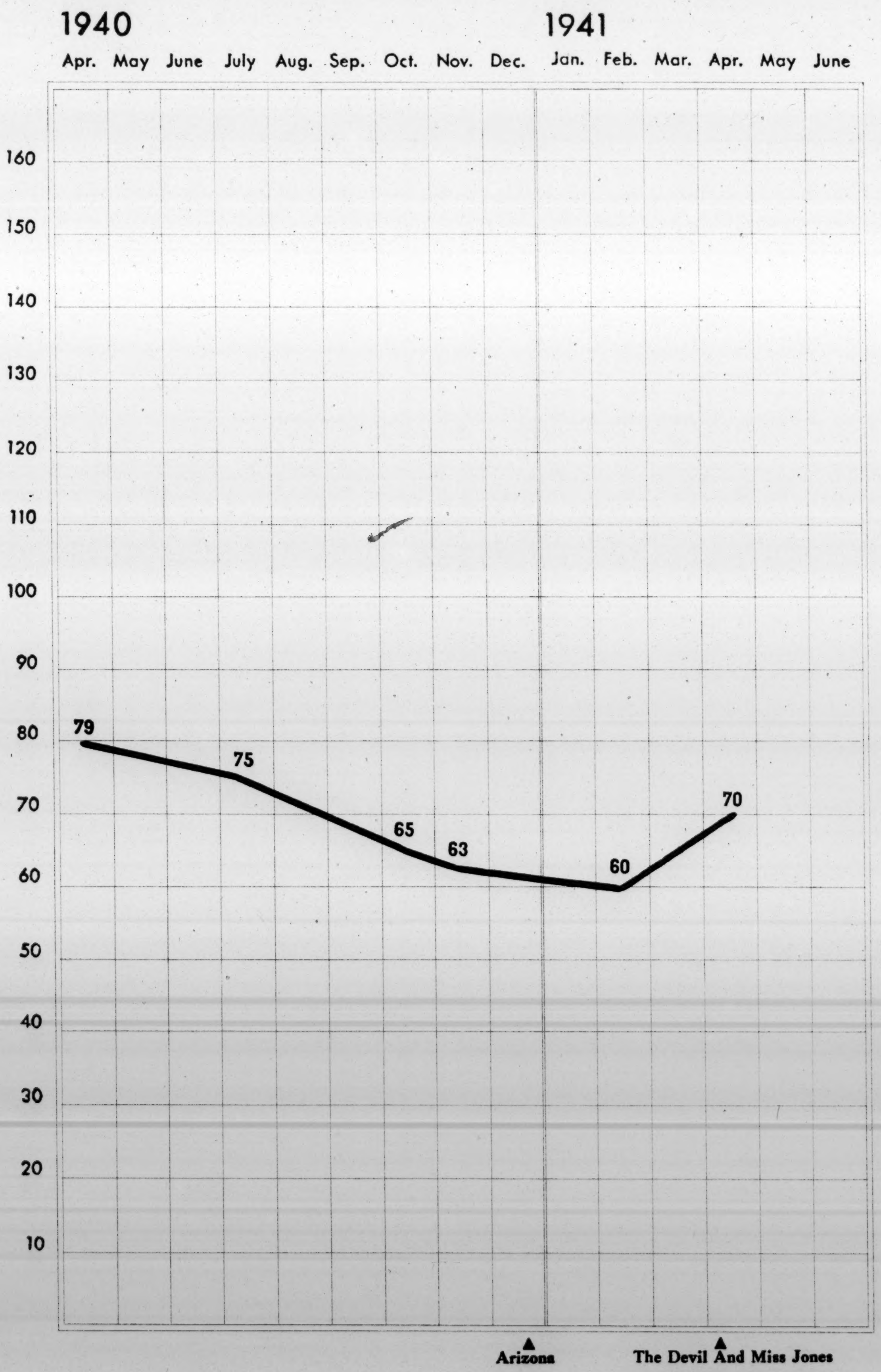
February—April 1941

MALES	37
FEMALES	18

Boys	12-17	27
Men	18-30	32
Men	31 up	56

Girls	12-17	10
Women	18-30	15
Women	31 up	30

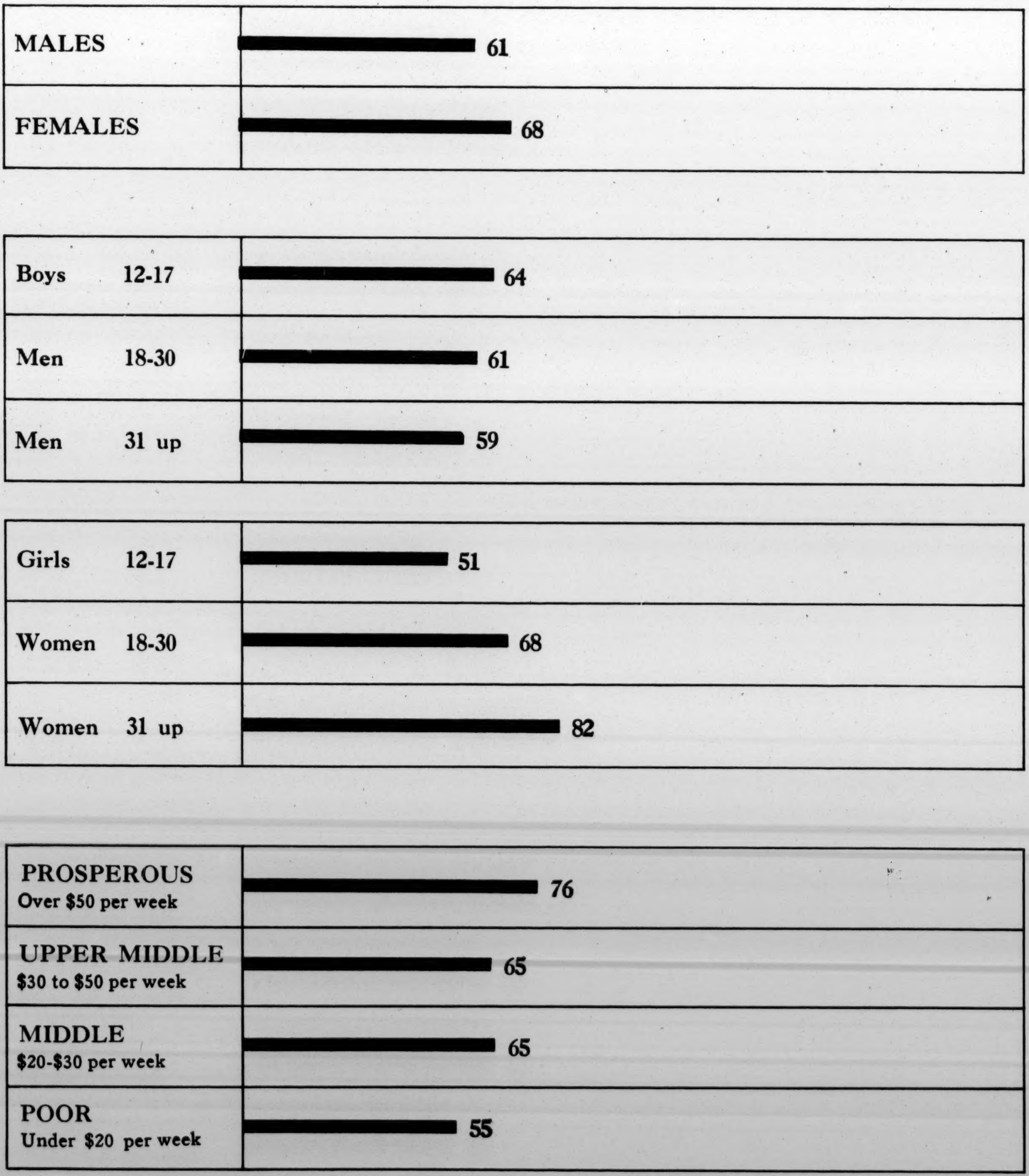
PROSPEROUS Over $50 per week	36
UPPER MIDDLE $30 to $50 per week	27
MIDDLE $20-$30 per week	24
POOR Under $20 per week	17

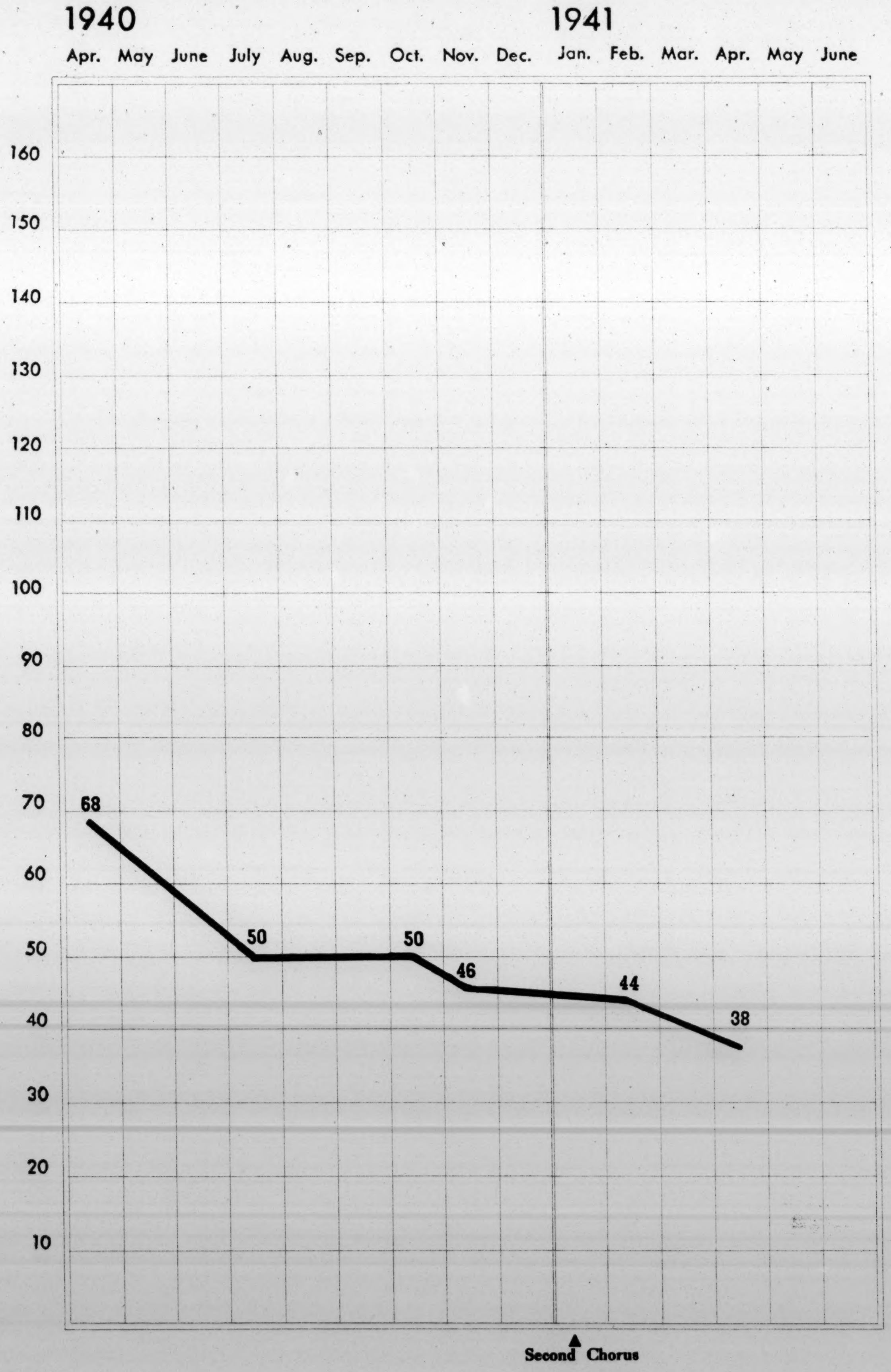


ARTHUR, Jean 22nd

ARTHUR, Jean

February—April 1941

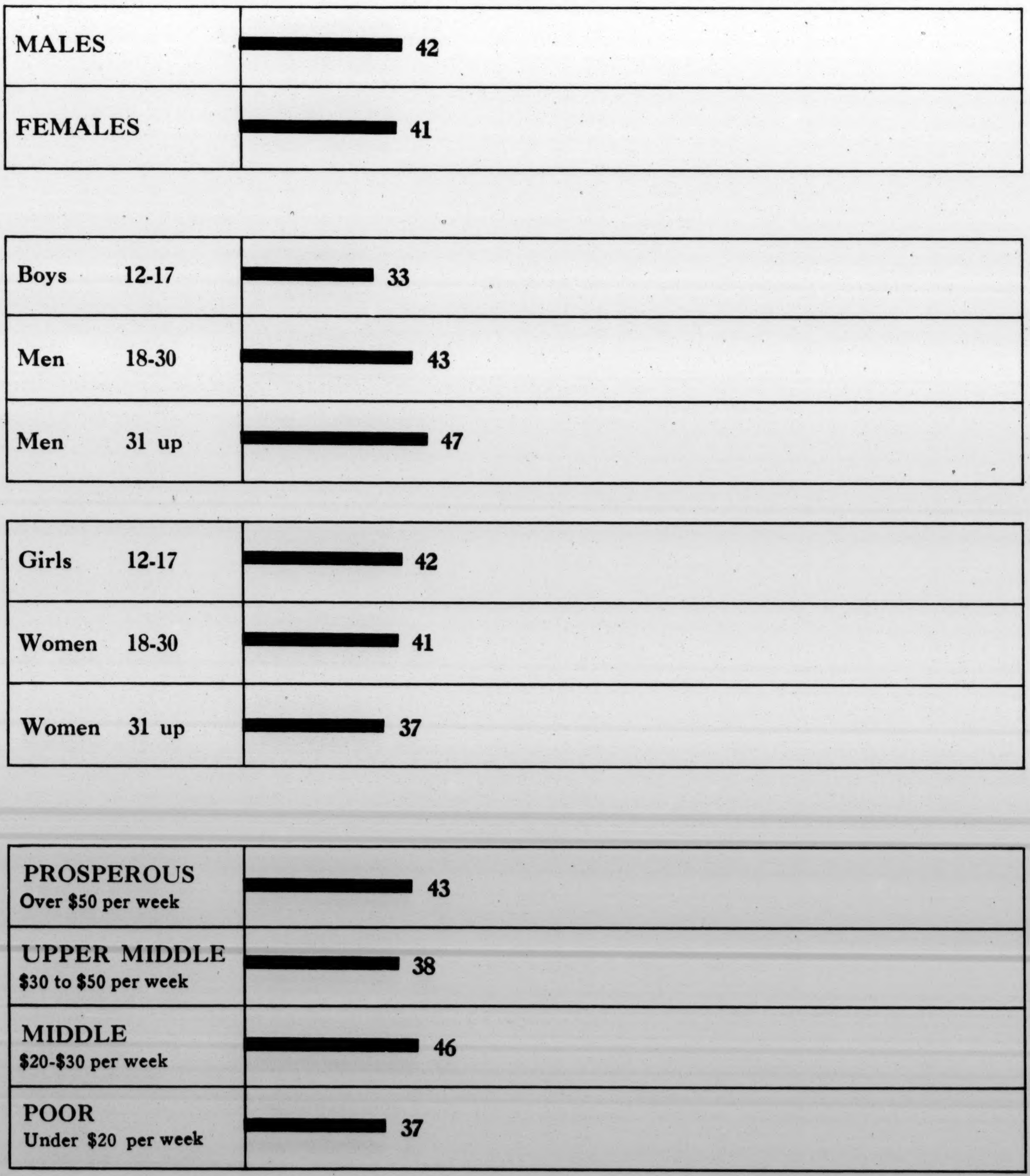


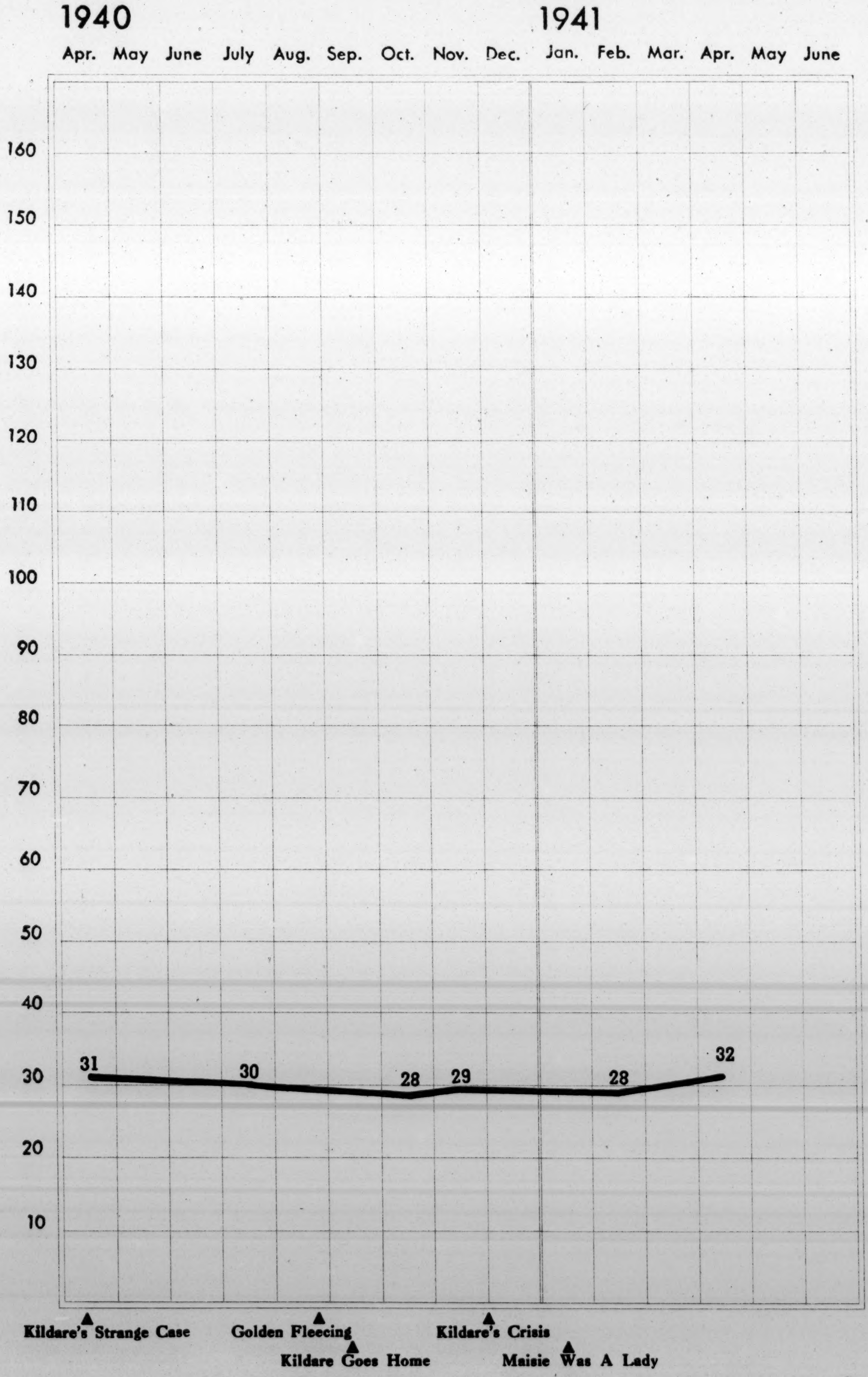


ASTAIRE, Fred 61st

ASTAIRE, Fred

February—April 1941

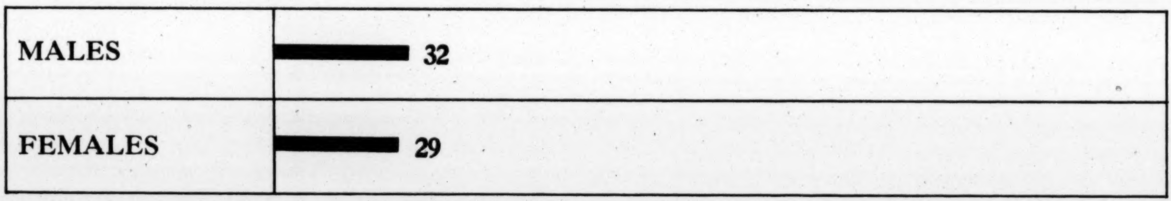


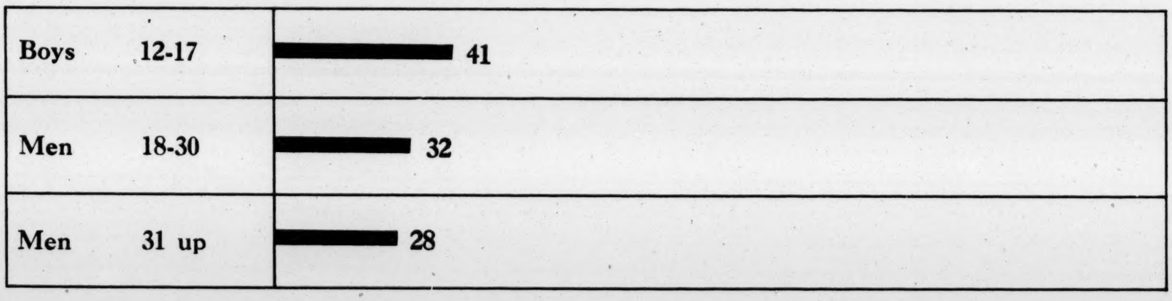


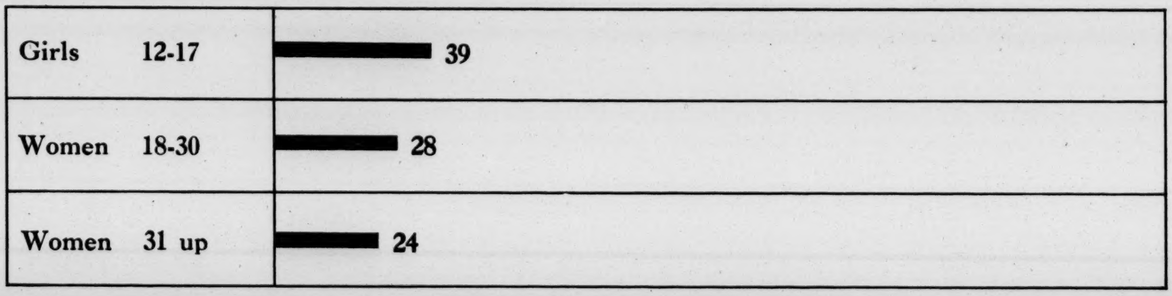
AYRES, Lew 68th

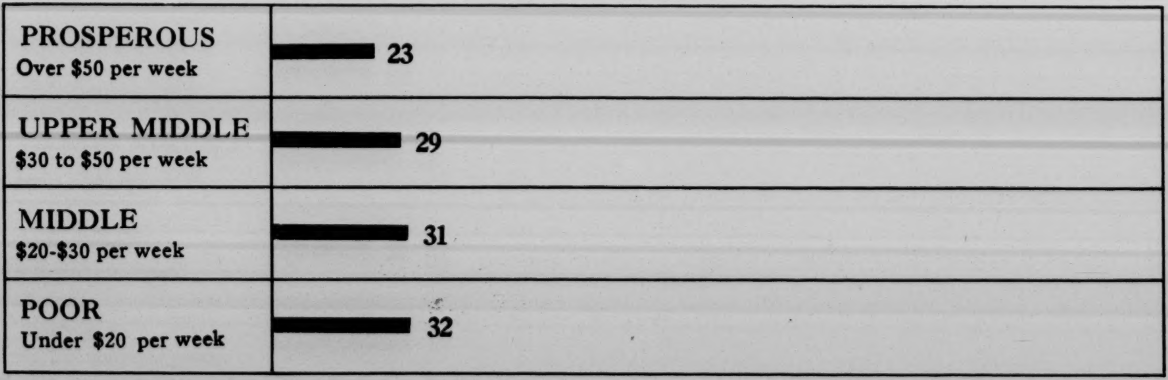
AYRES, Lew

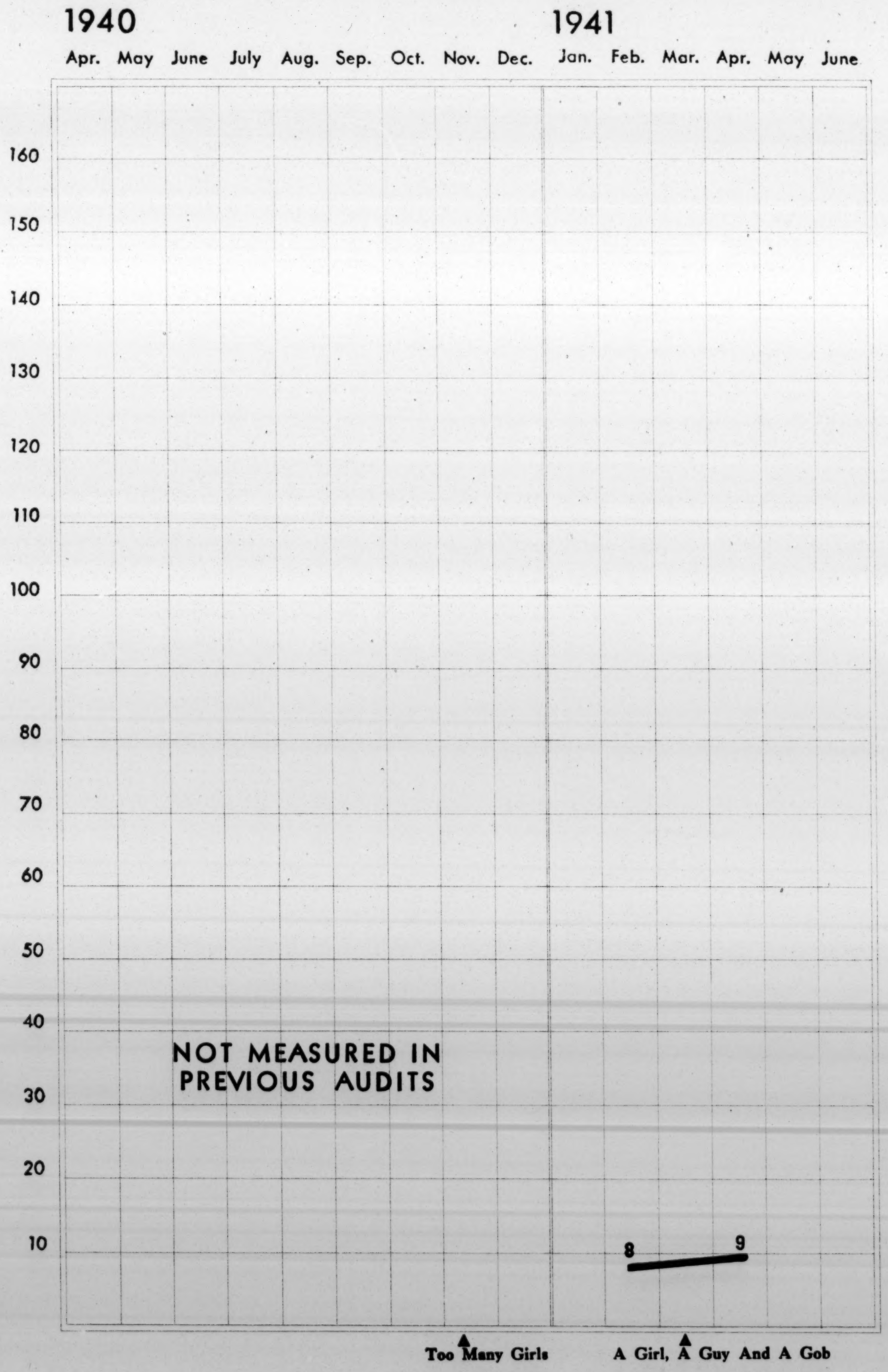
February—April 1941







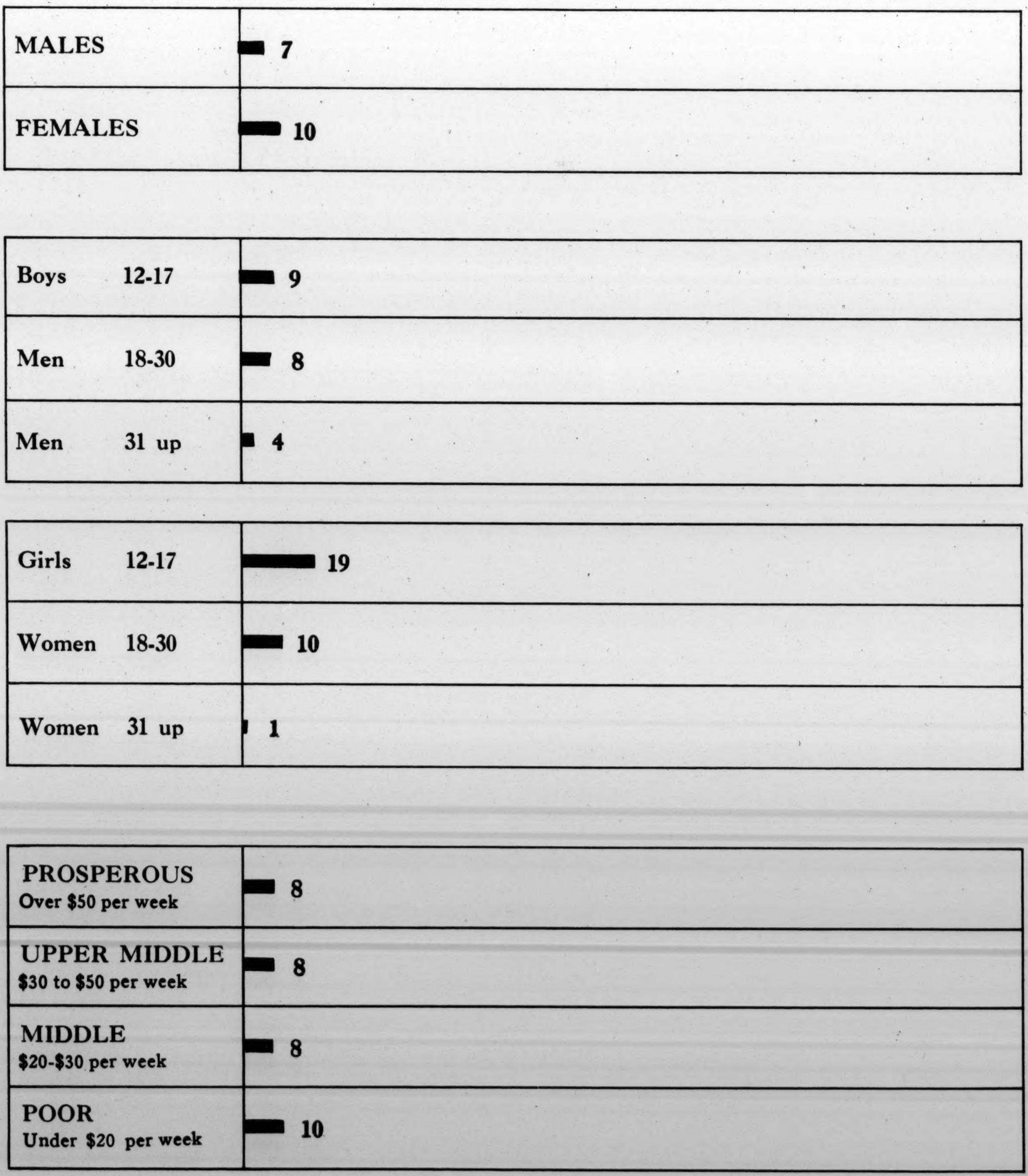


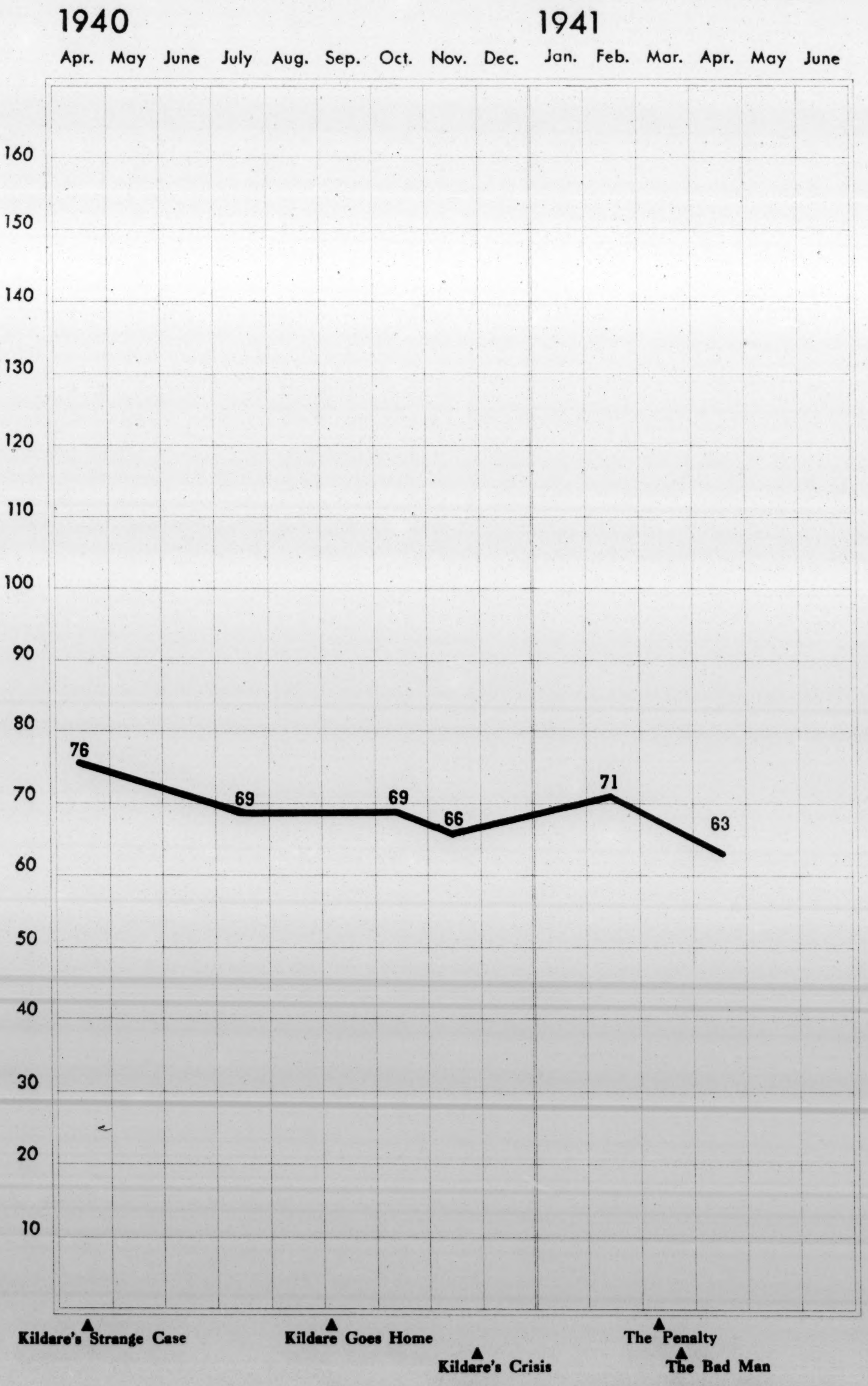


BALL, Lucille 110th

BALL, Lucille

February—April 1941

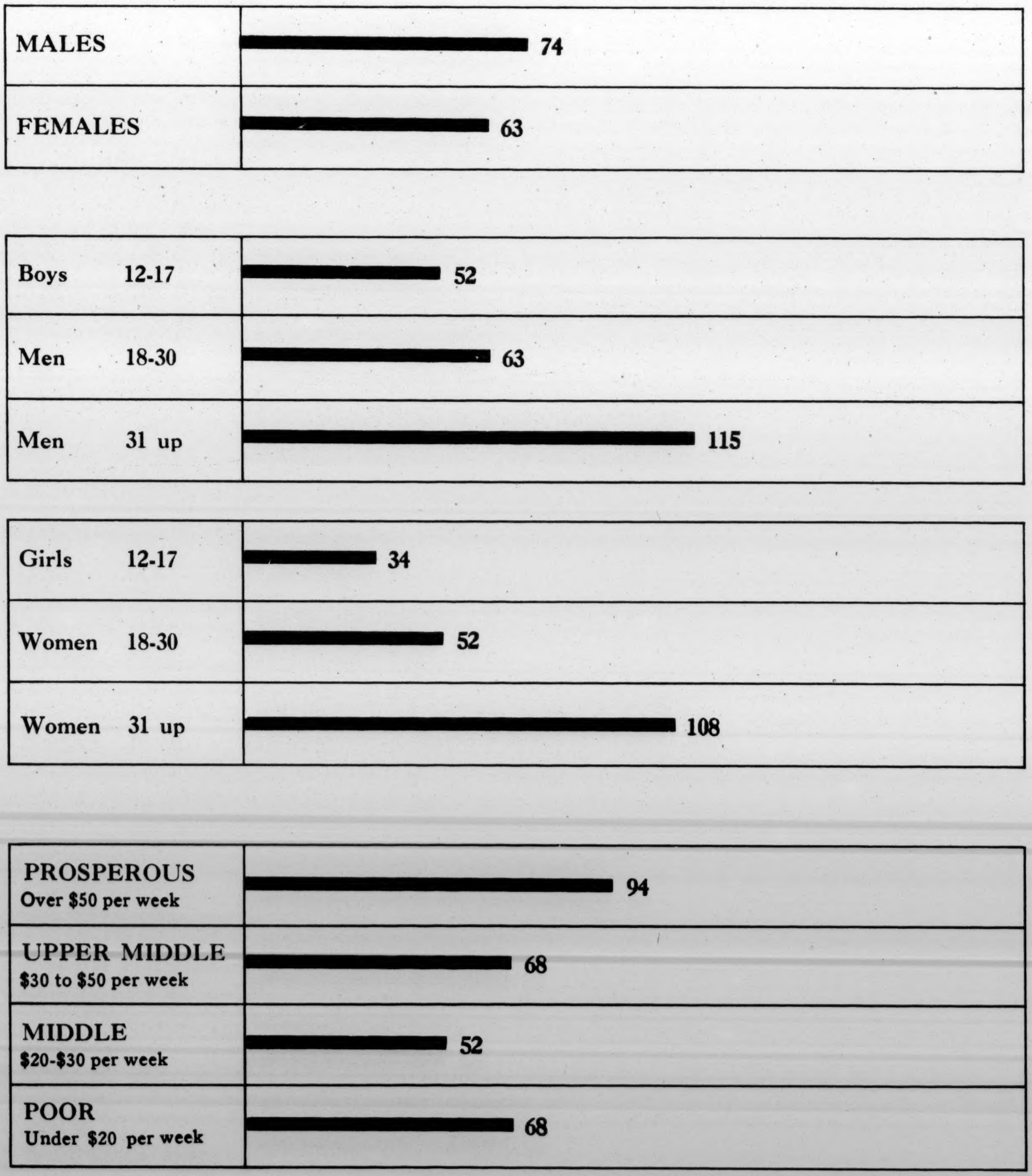


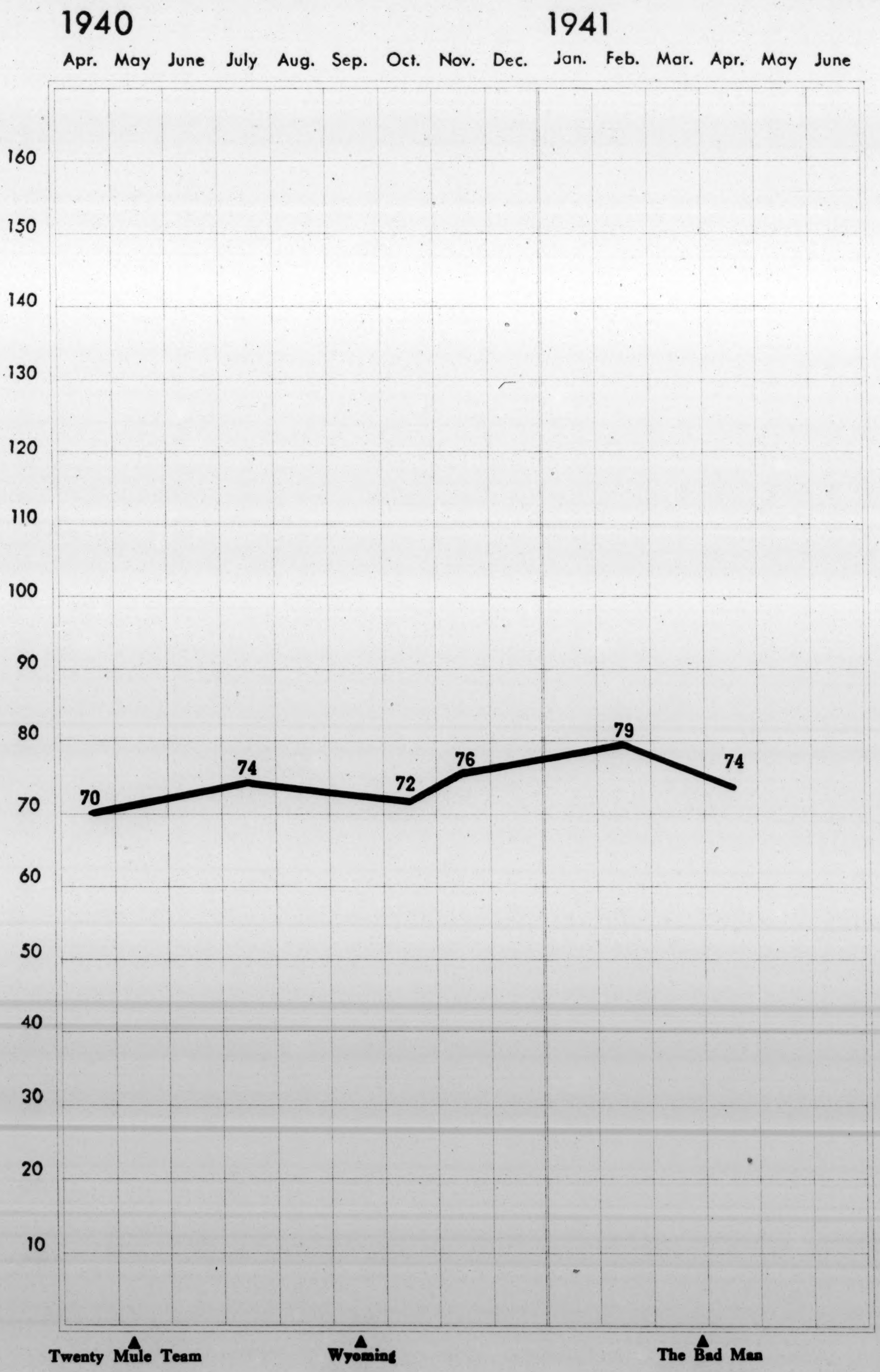


BARRYMORE, Lionel 29th

BARRYMORE, Lionel

February—April 1941

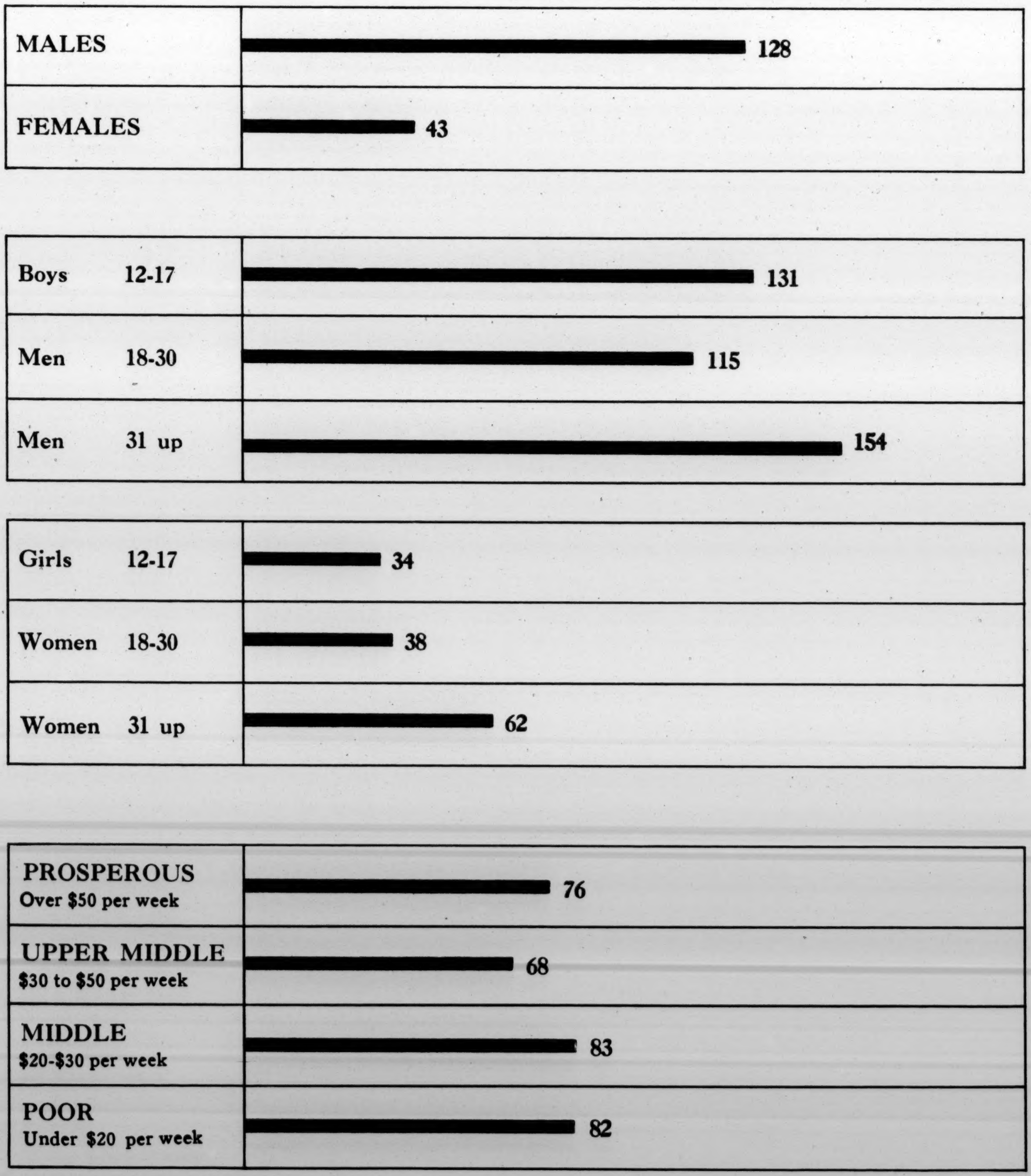


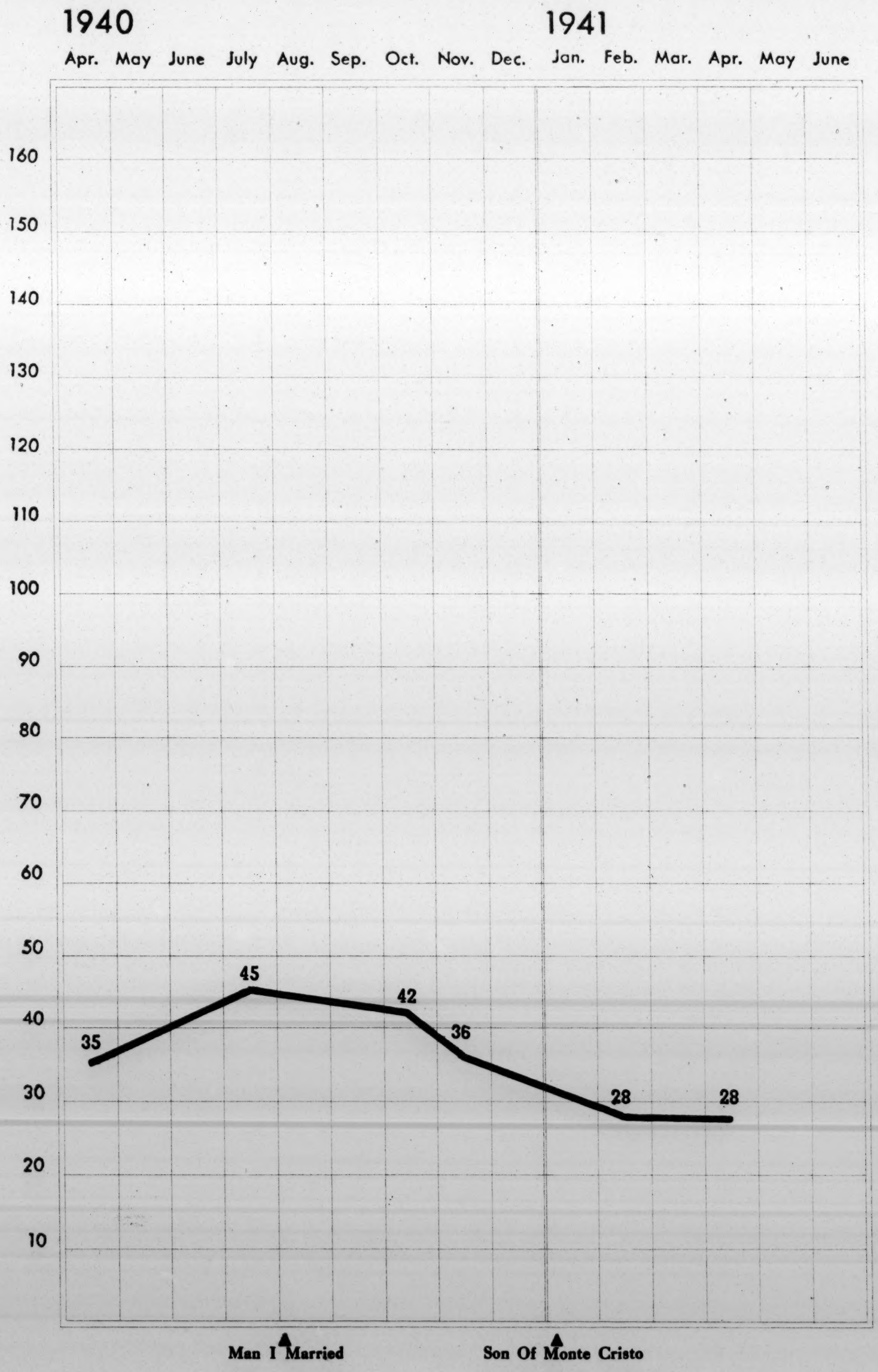


BEERY, Wallace 16th

BEERY, Wallace

February—April 1941

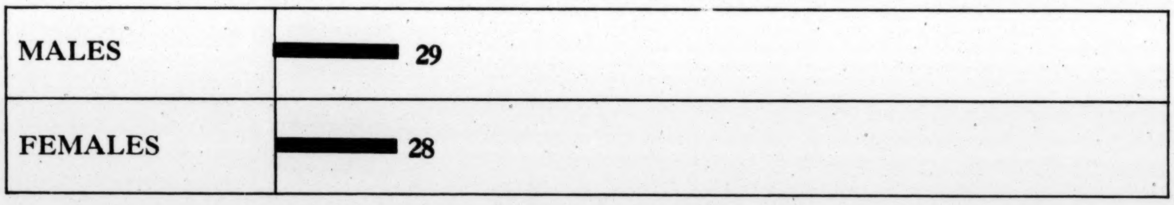


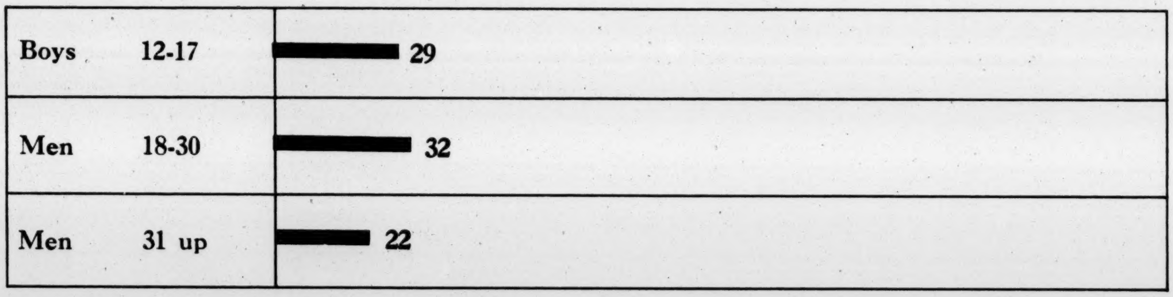


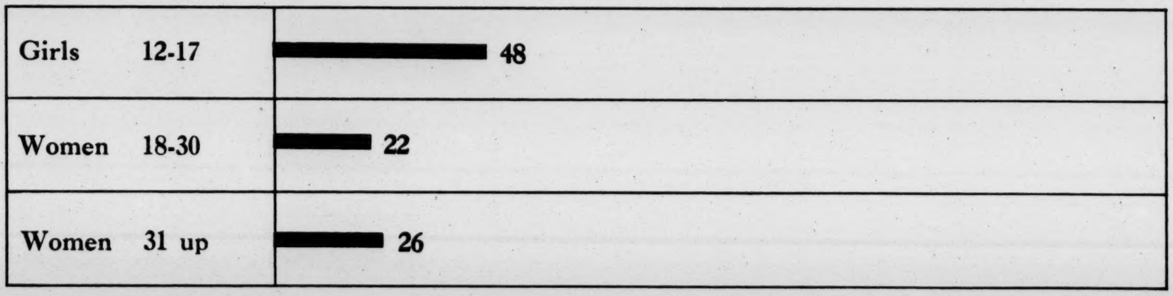
BENNETT, Joan 79th

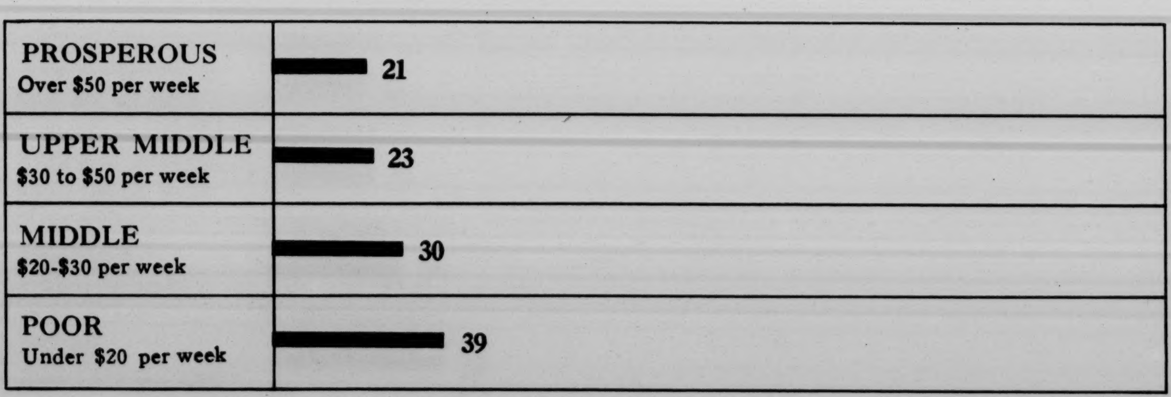
BENNETT, Joan

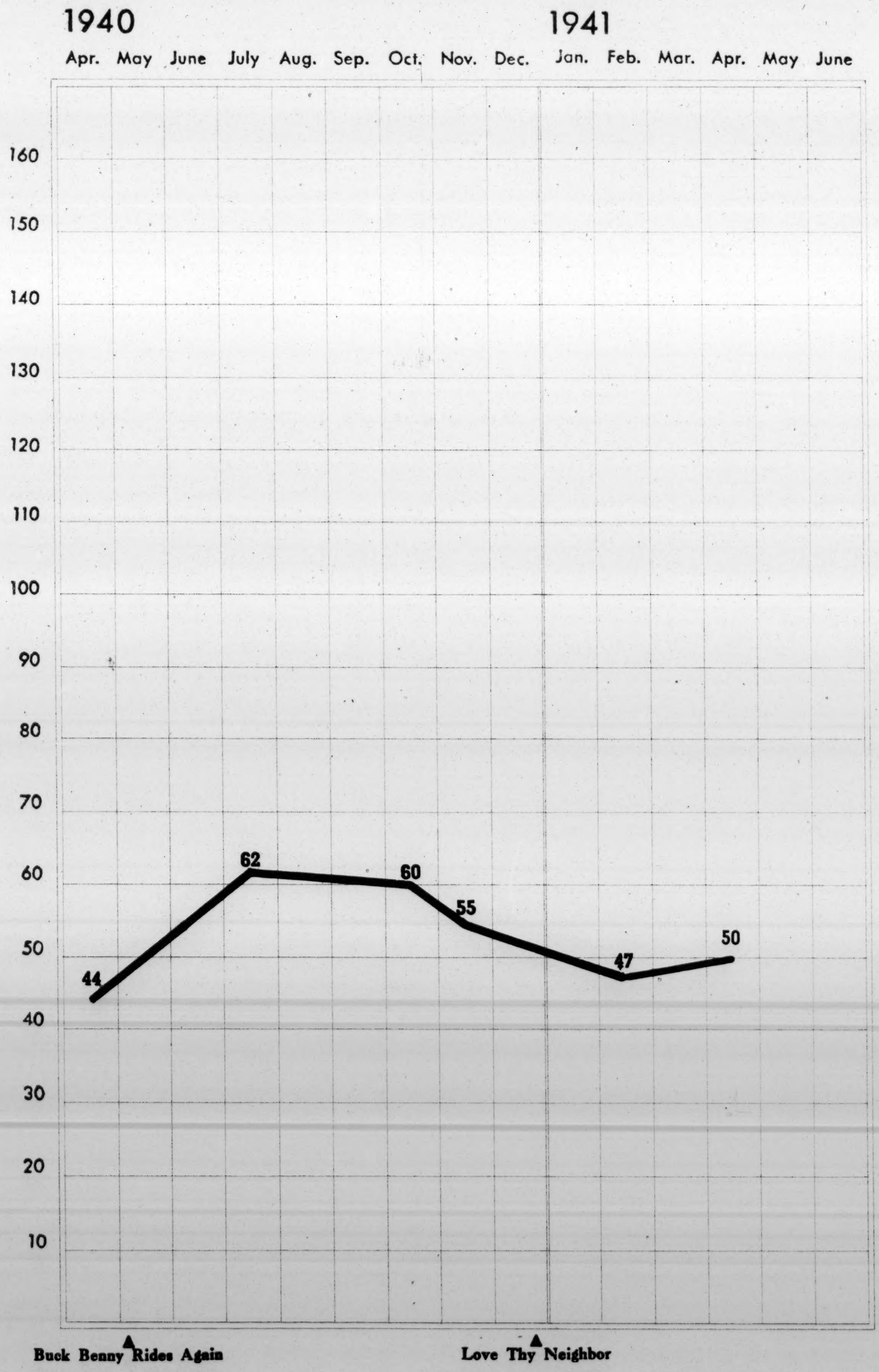
February—April 1941







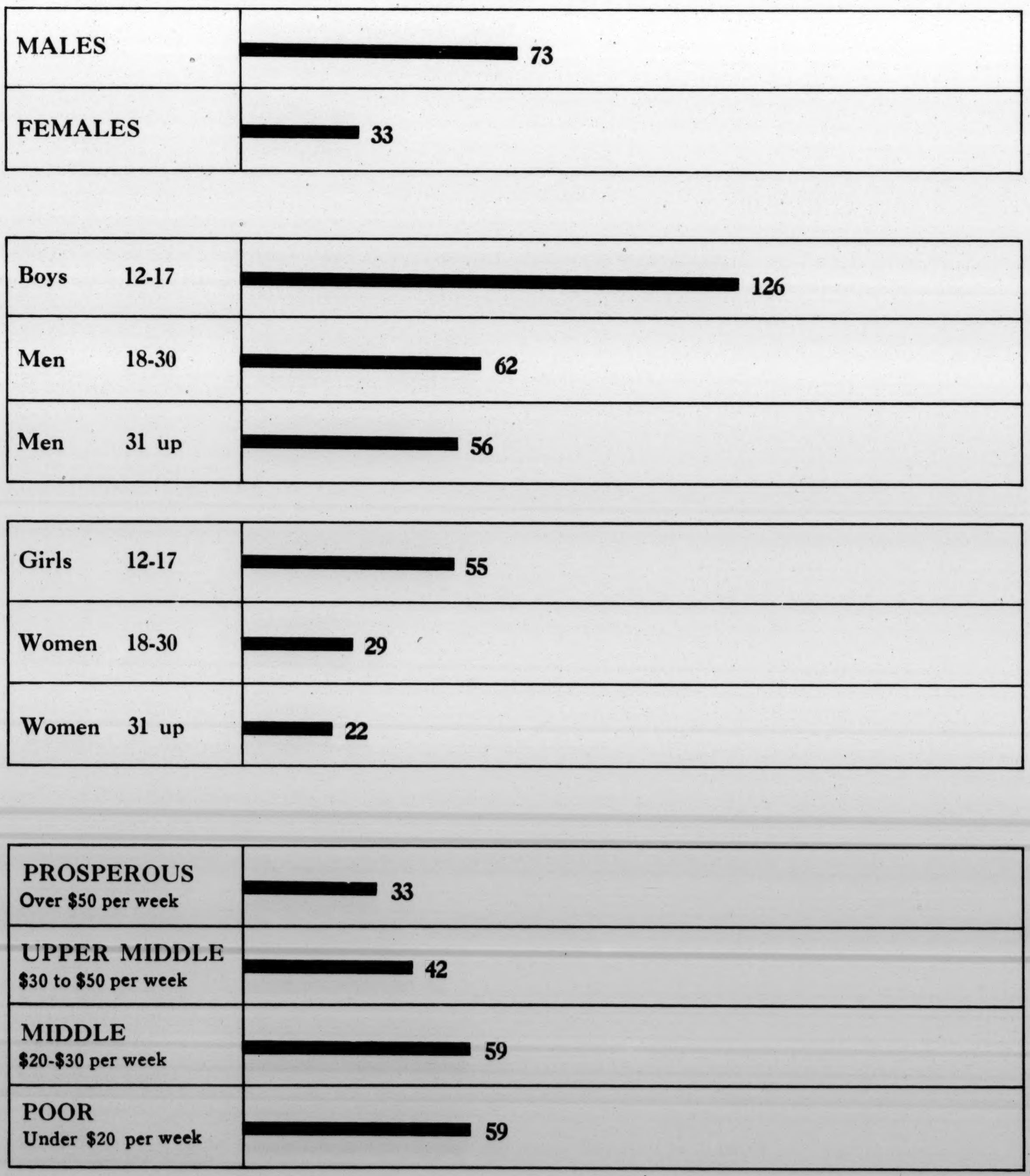


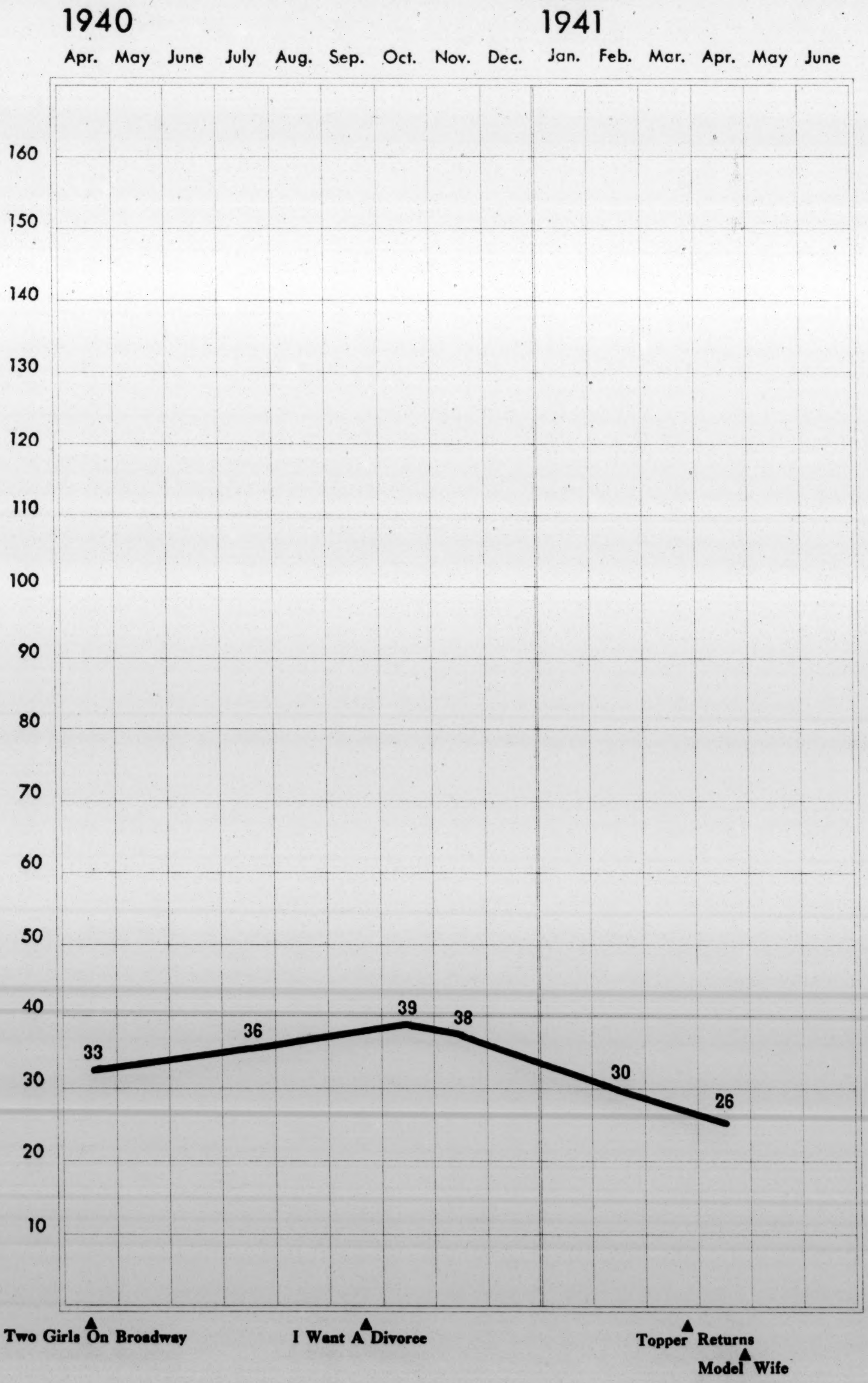


BENNY, Jack 48th

BENNY, Jack

February—April 1941

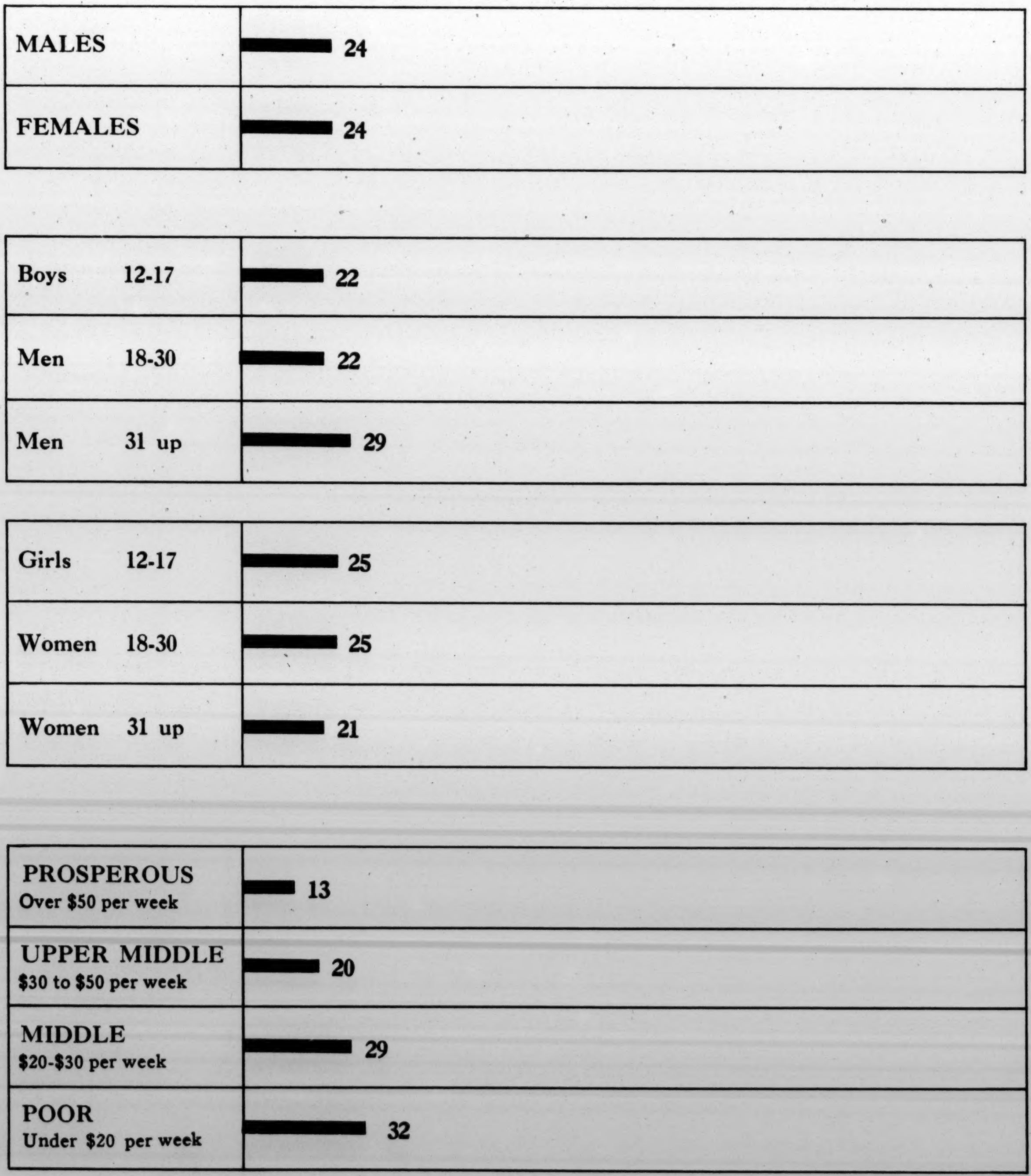


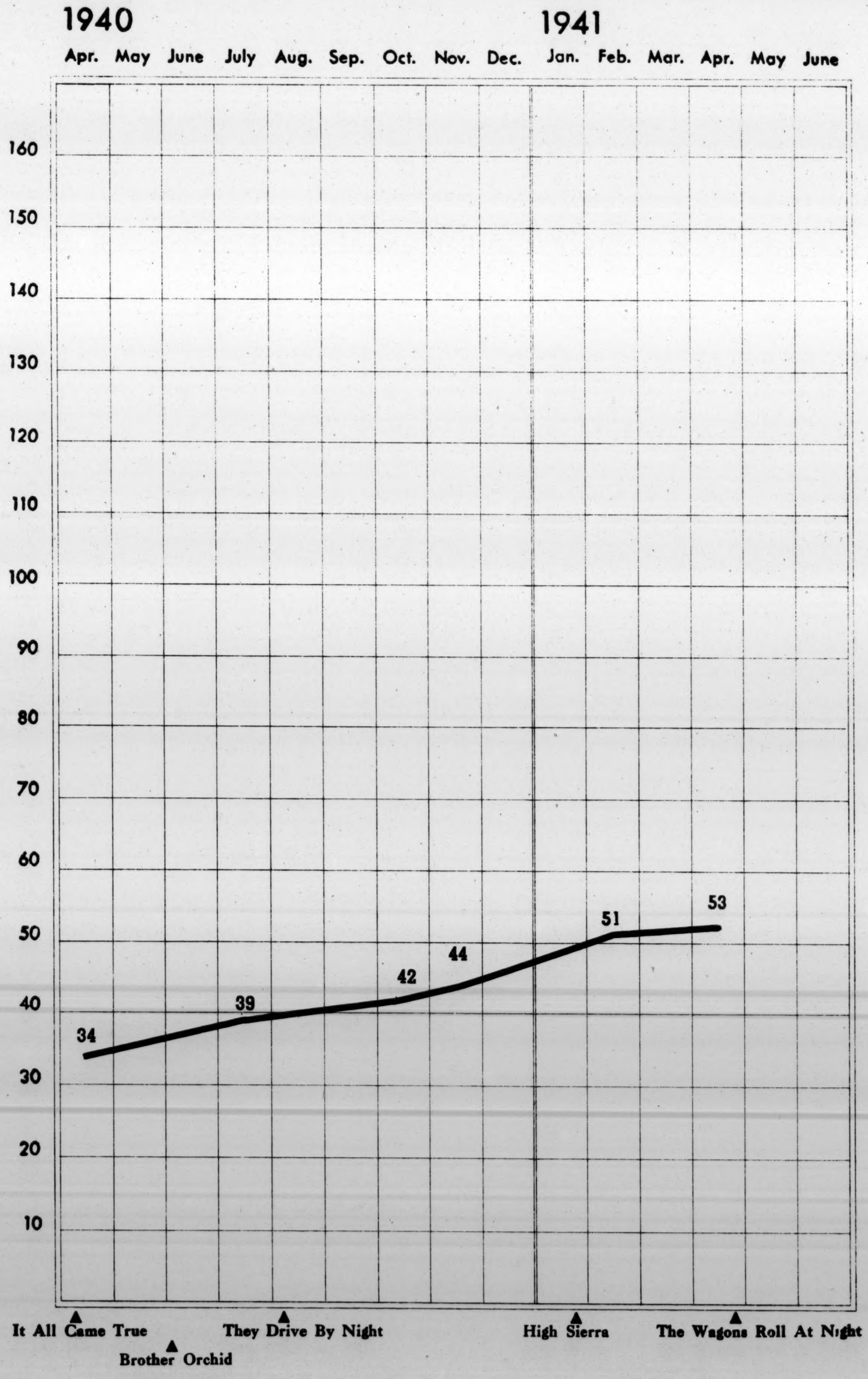


BLONDELL, Joan 81st

BLONDELL, Joan

February—April 1941

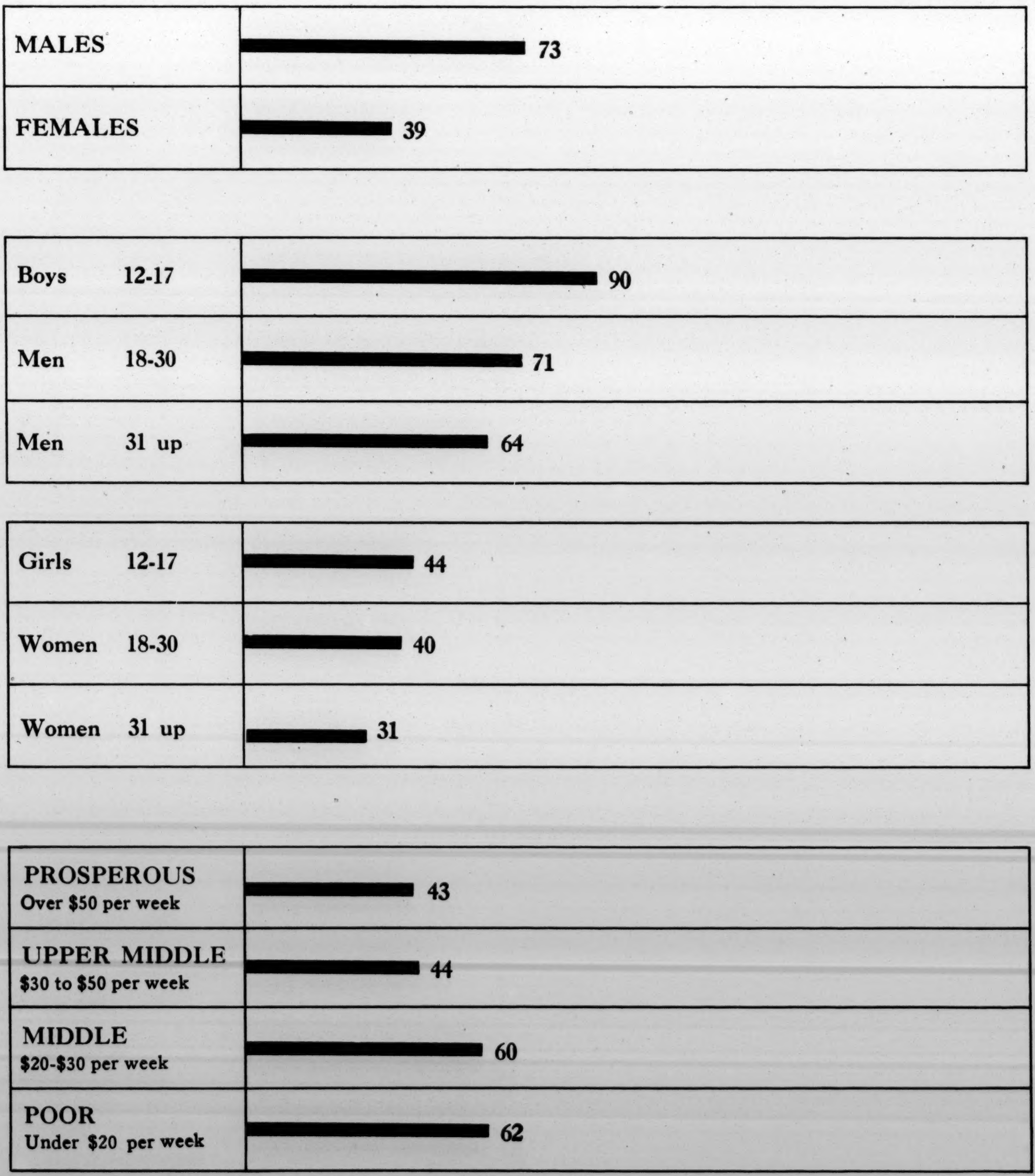


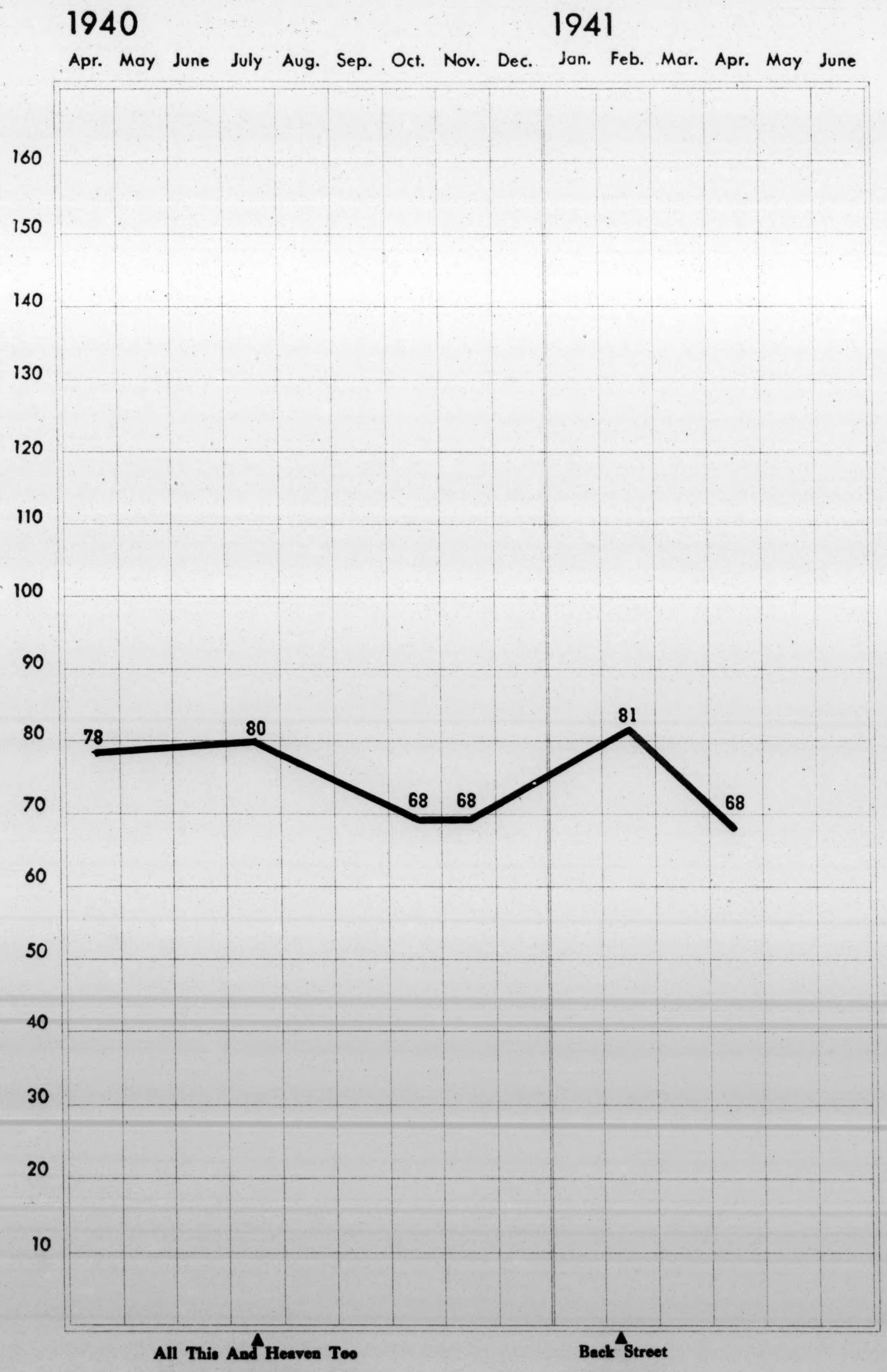


BOGART, Humphrey 45th

BOGART, Humphrey

February—April 1941

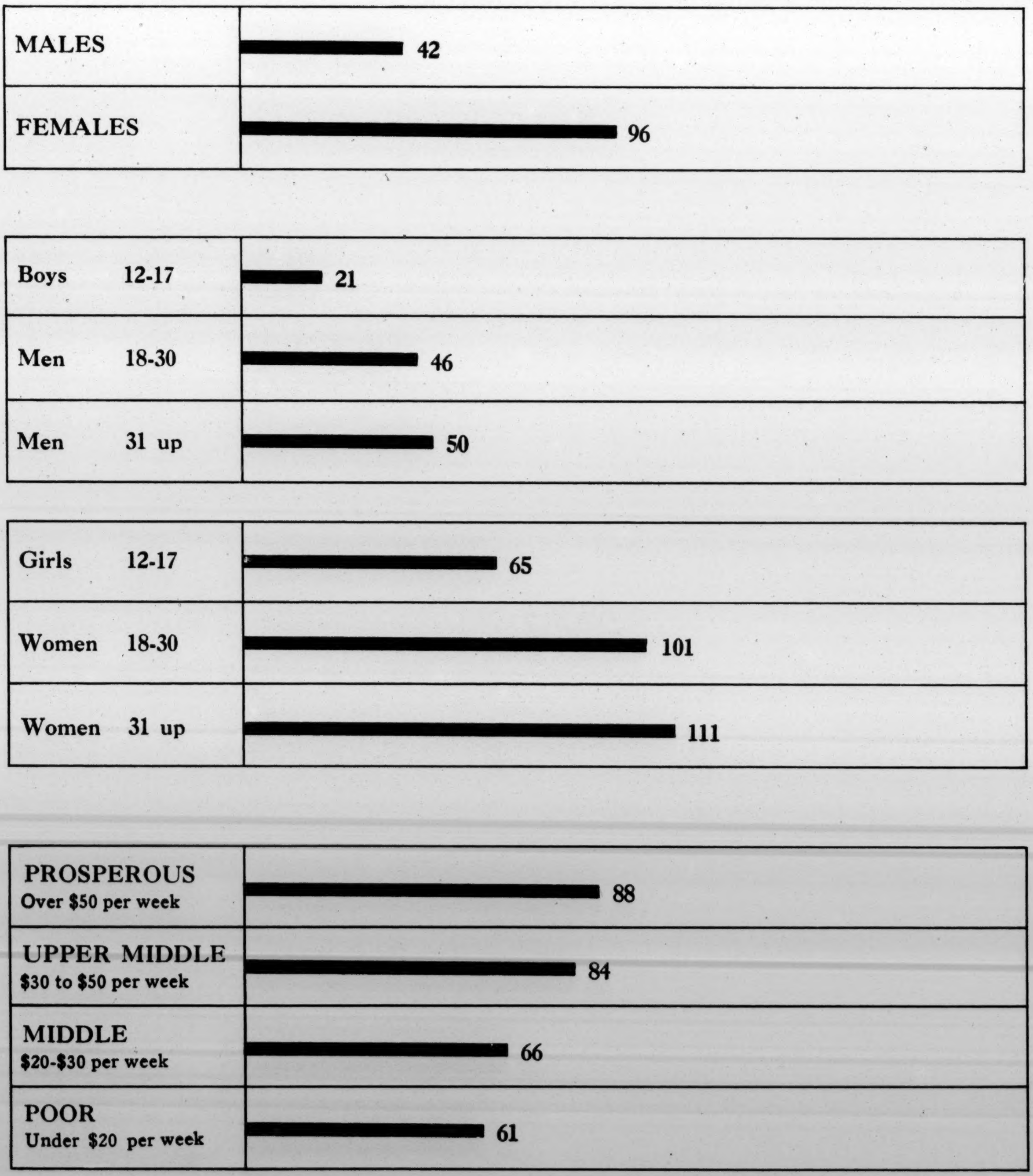


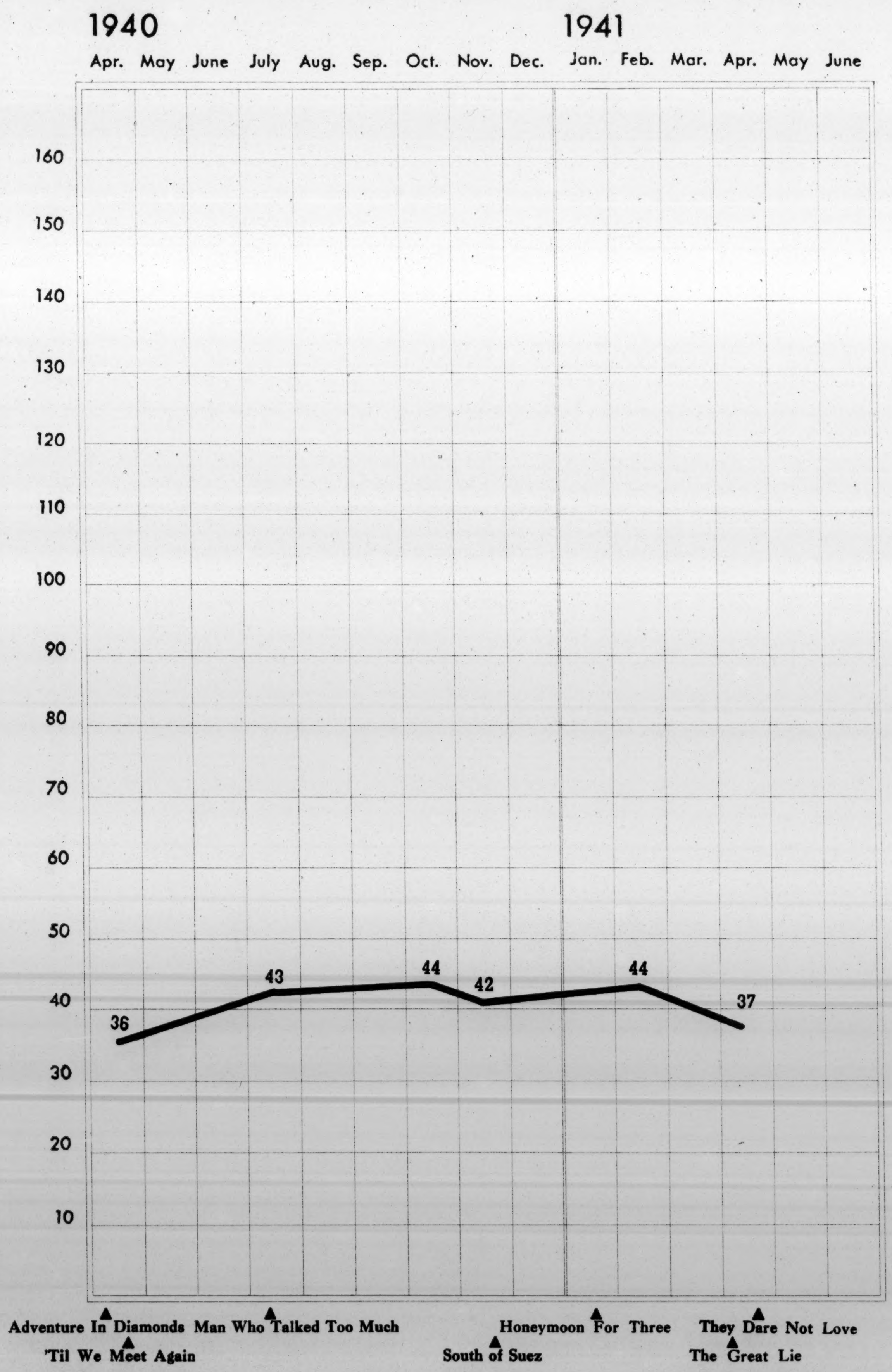


BOYER, Charles 25th

BOYER, Charles

February—April 1941

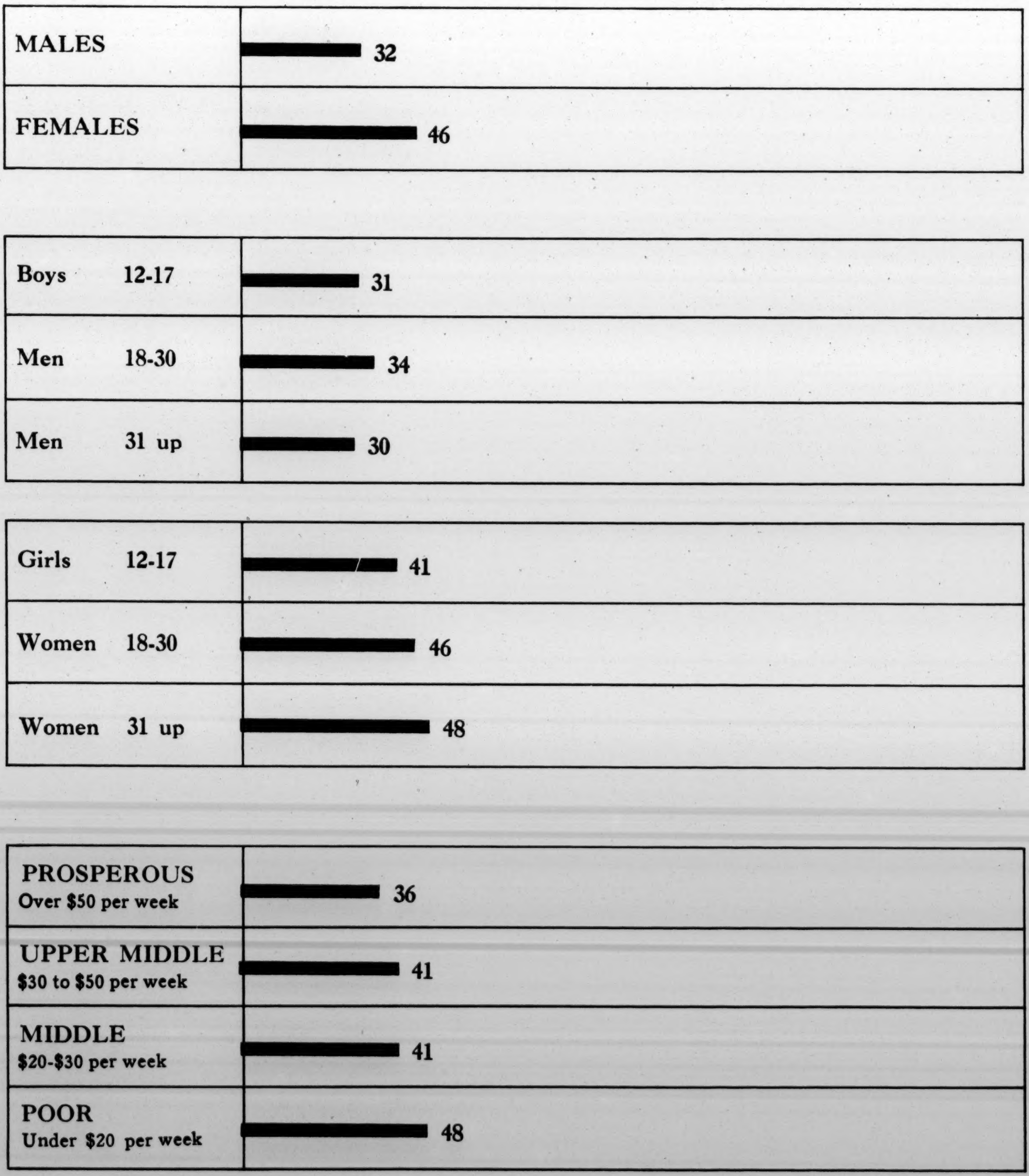


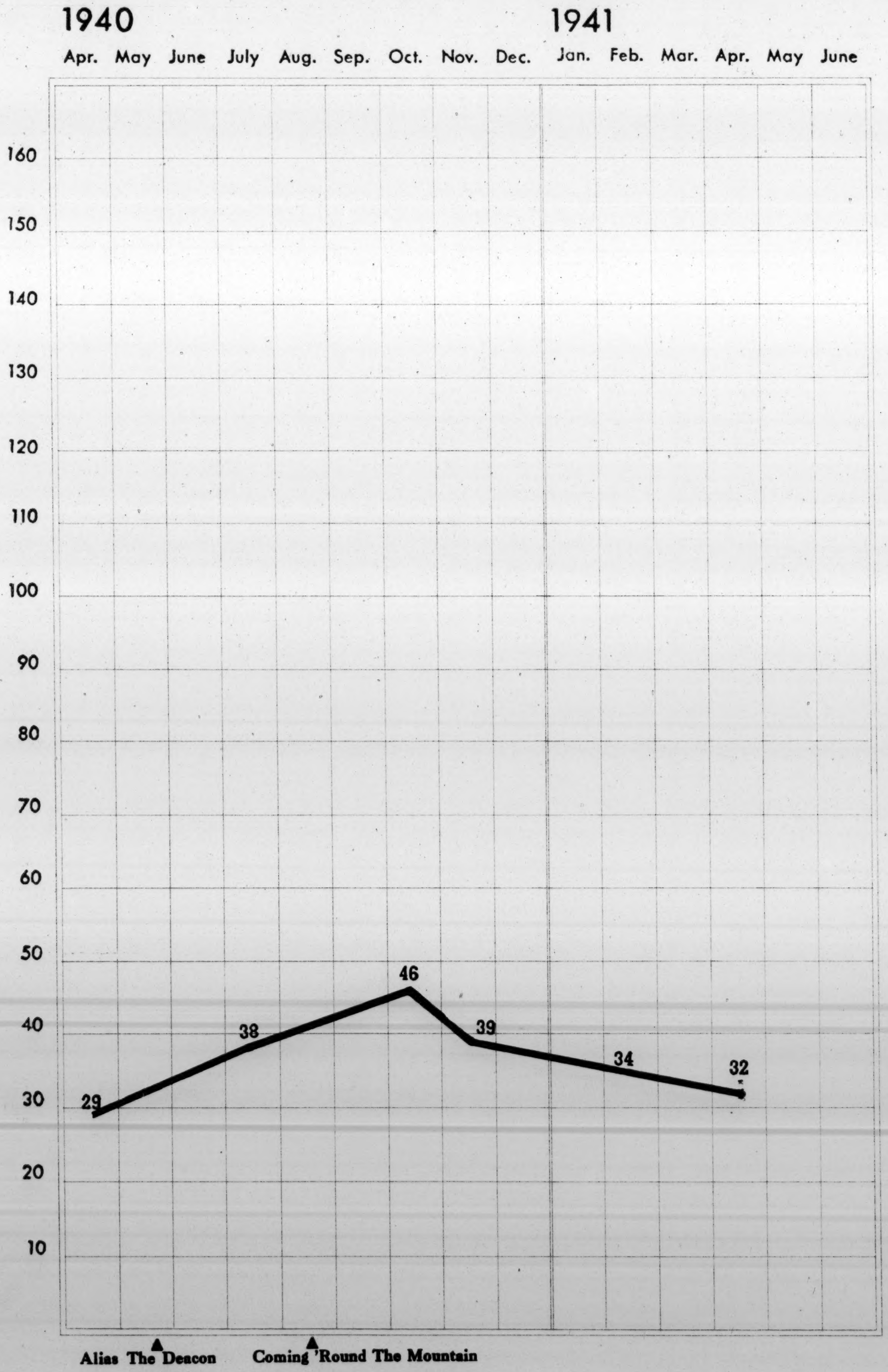


BRENT, George 63rd

BRENT, George

February—April 1941

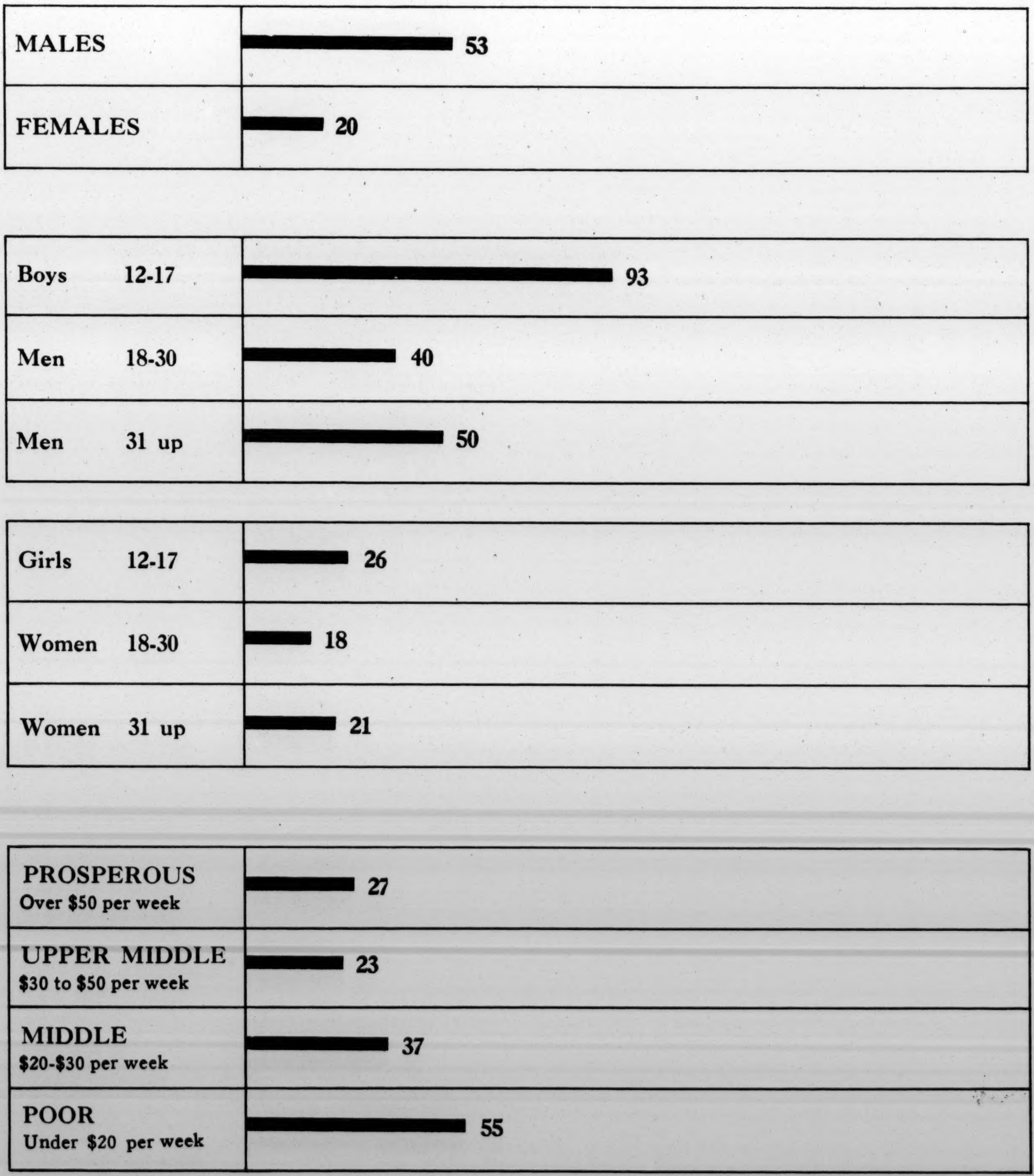


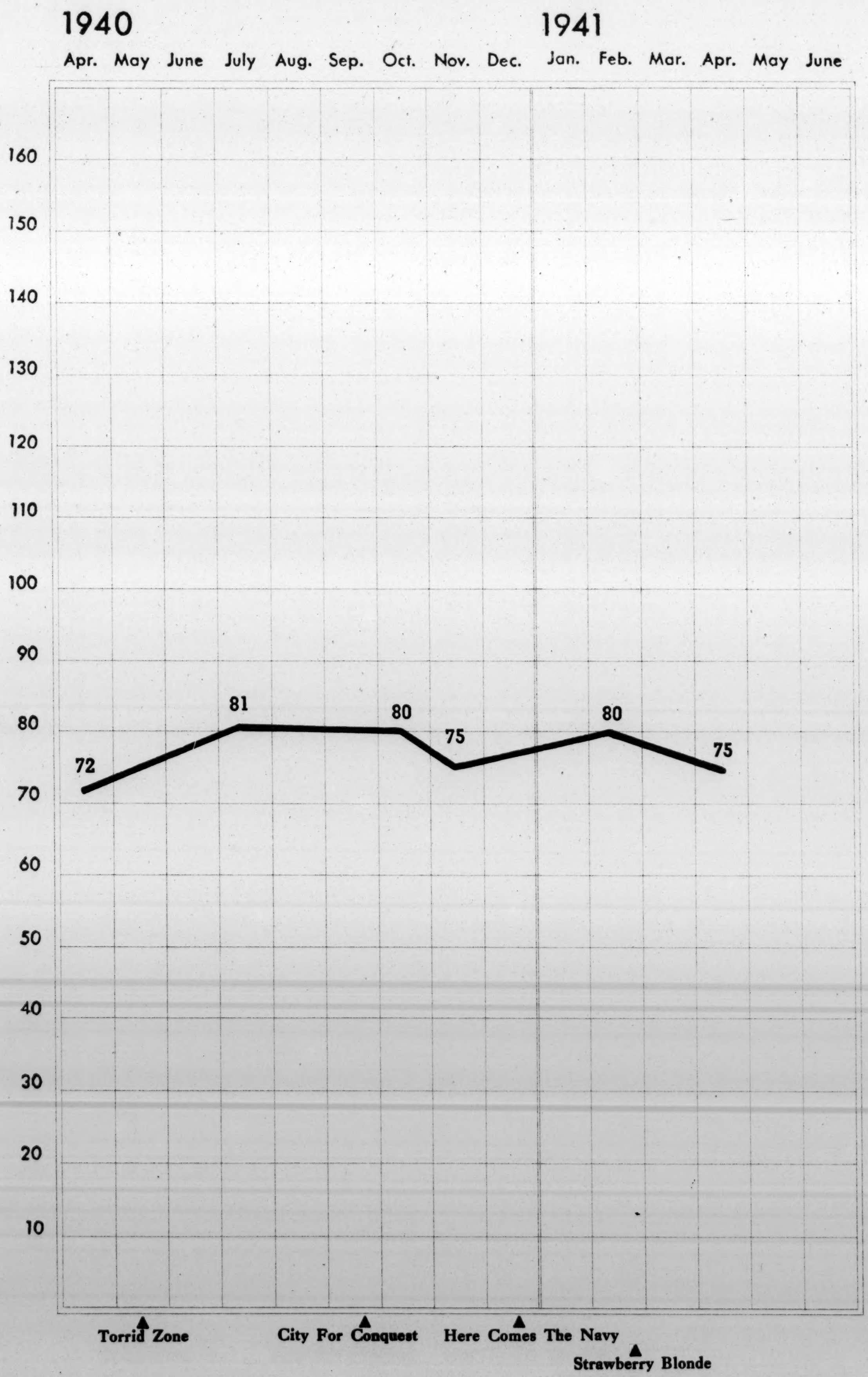


BURNS, Bob 68th

BURNS, Bob

February—April 1941

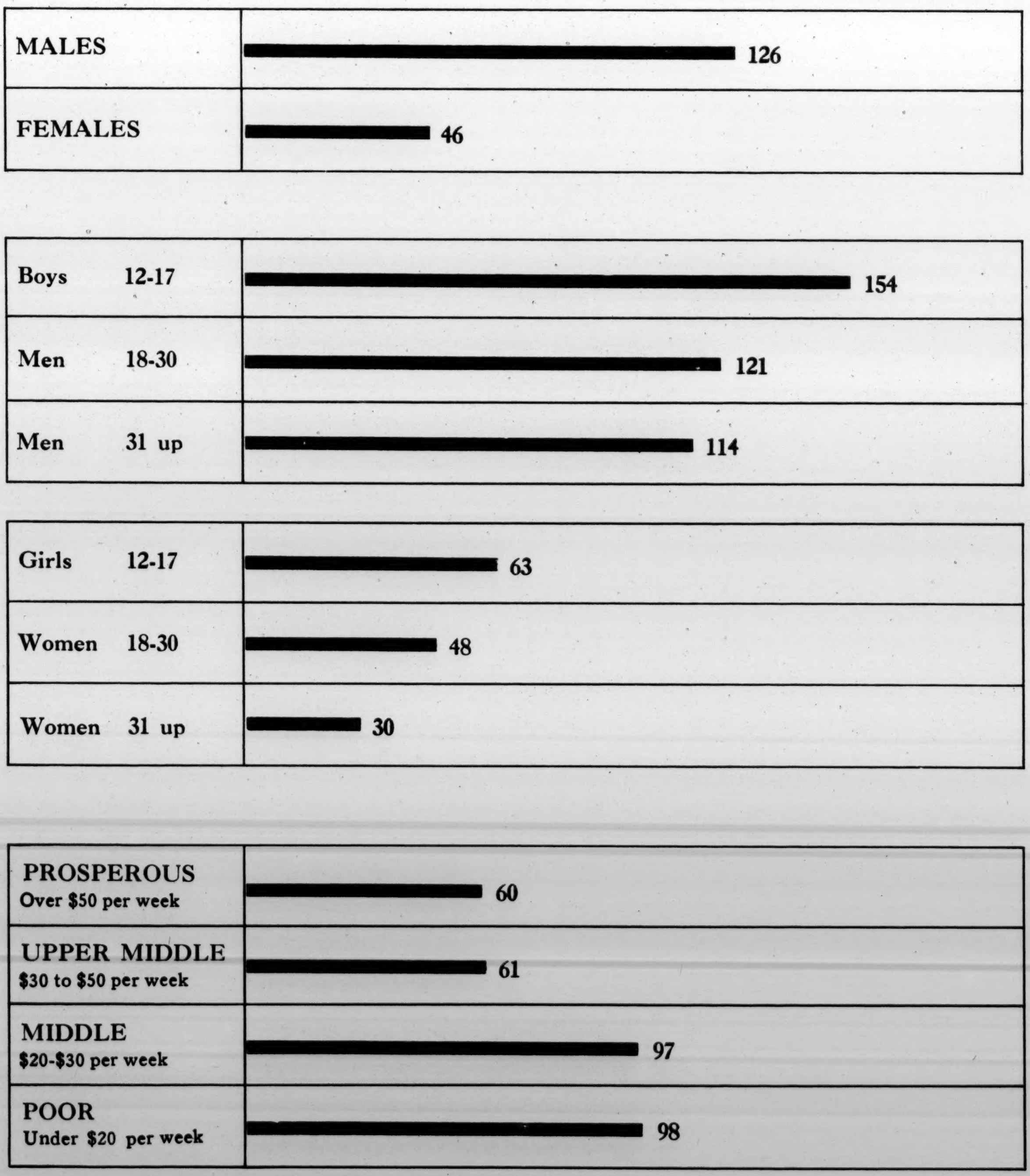


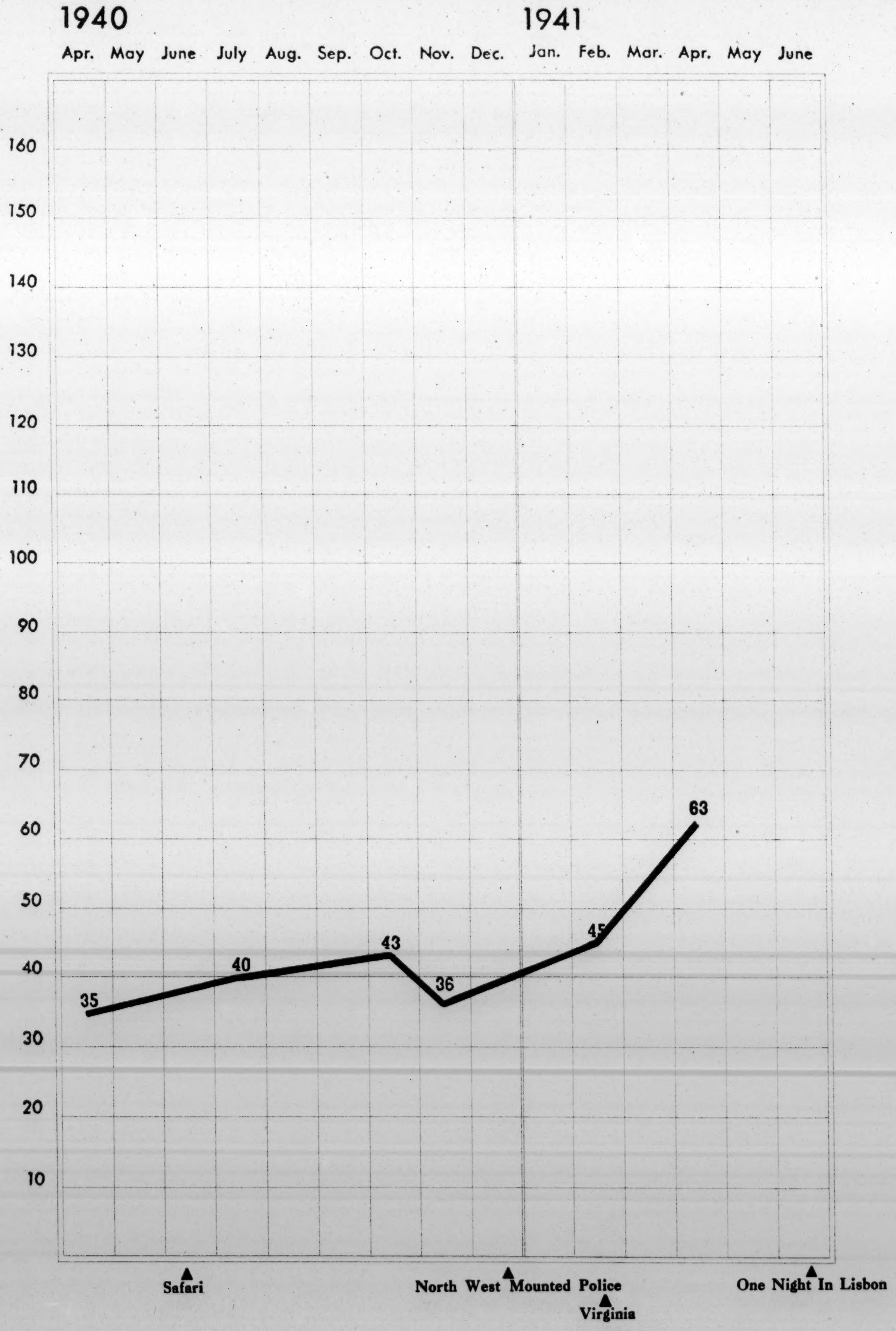


CAGNEY, James 15th

CAGNEY, James

February—April 1941

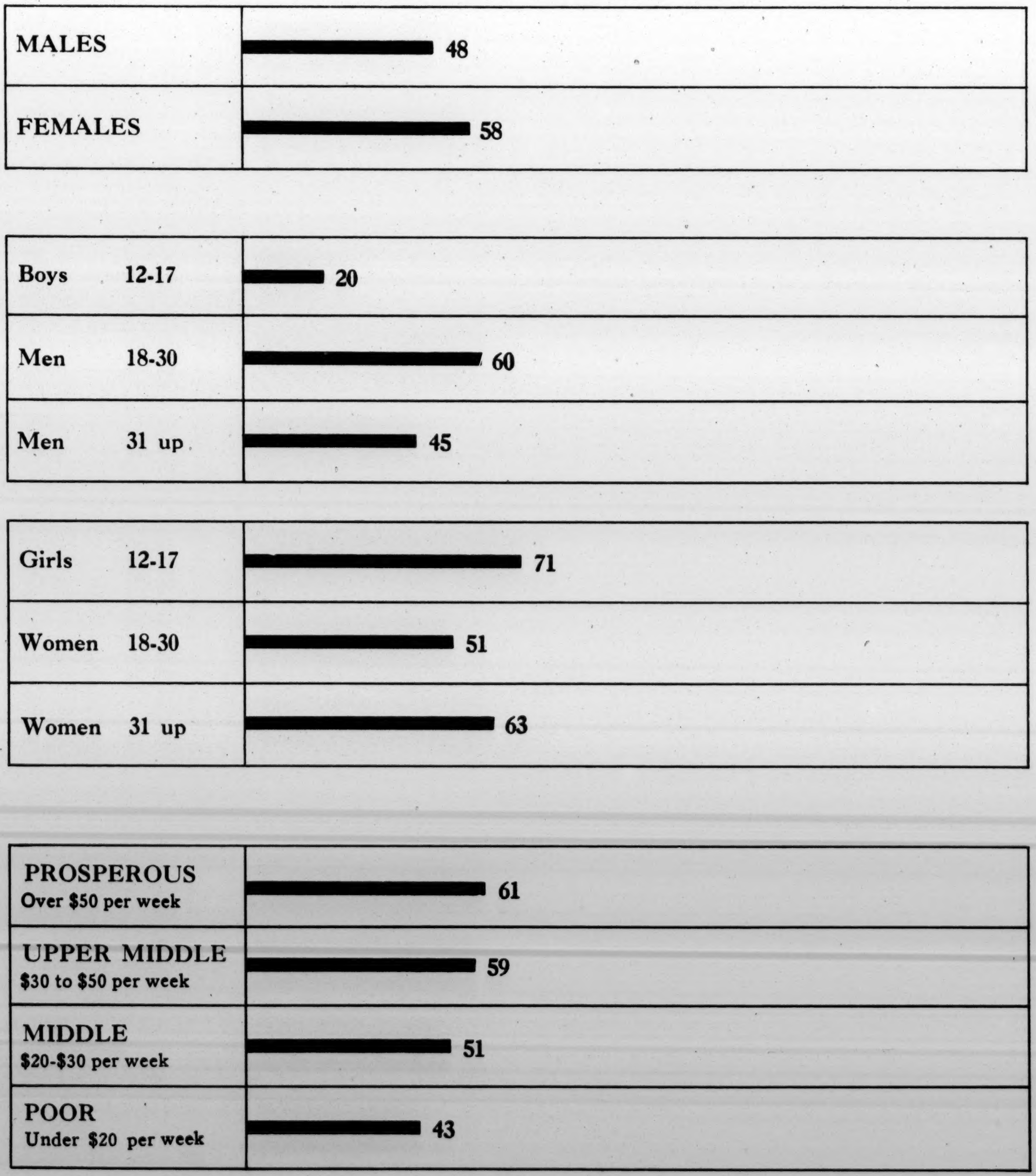


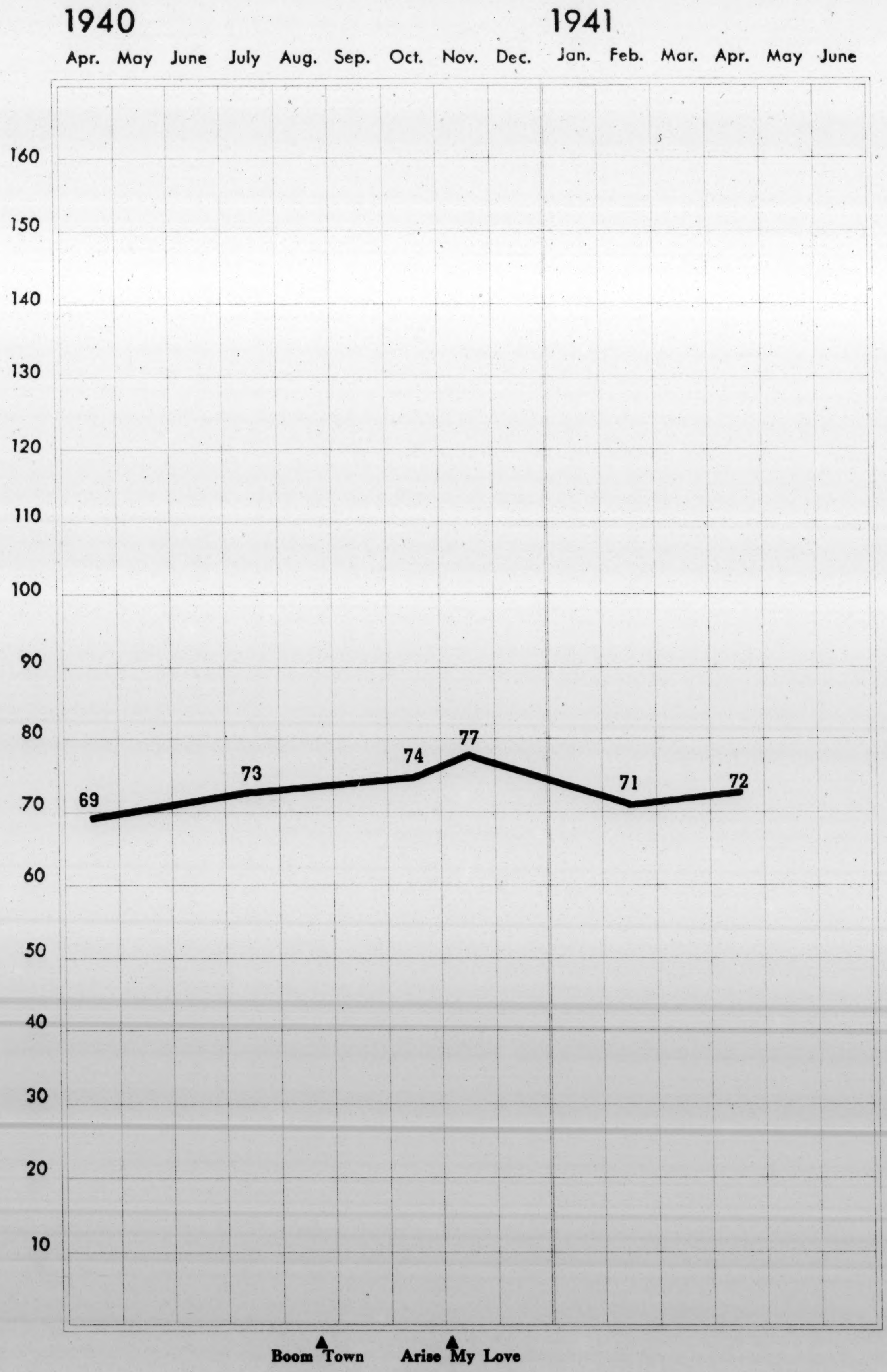


CARROLL, Madeleine 29th

CARROLL, Madeleine

February—April 1941

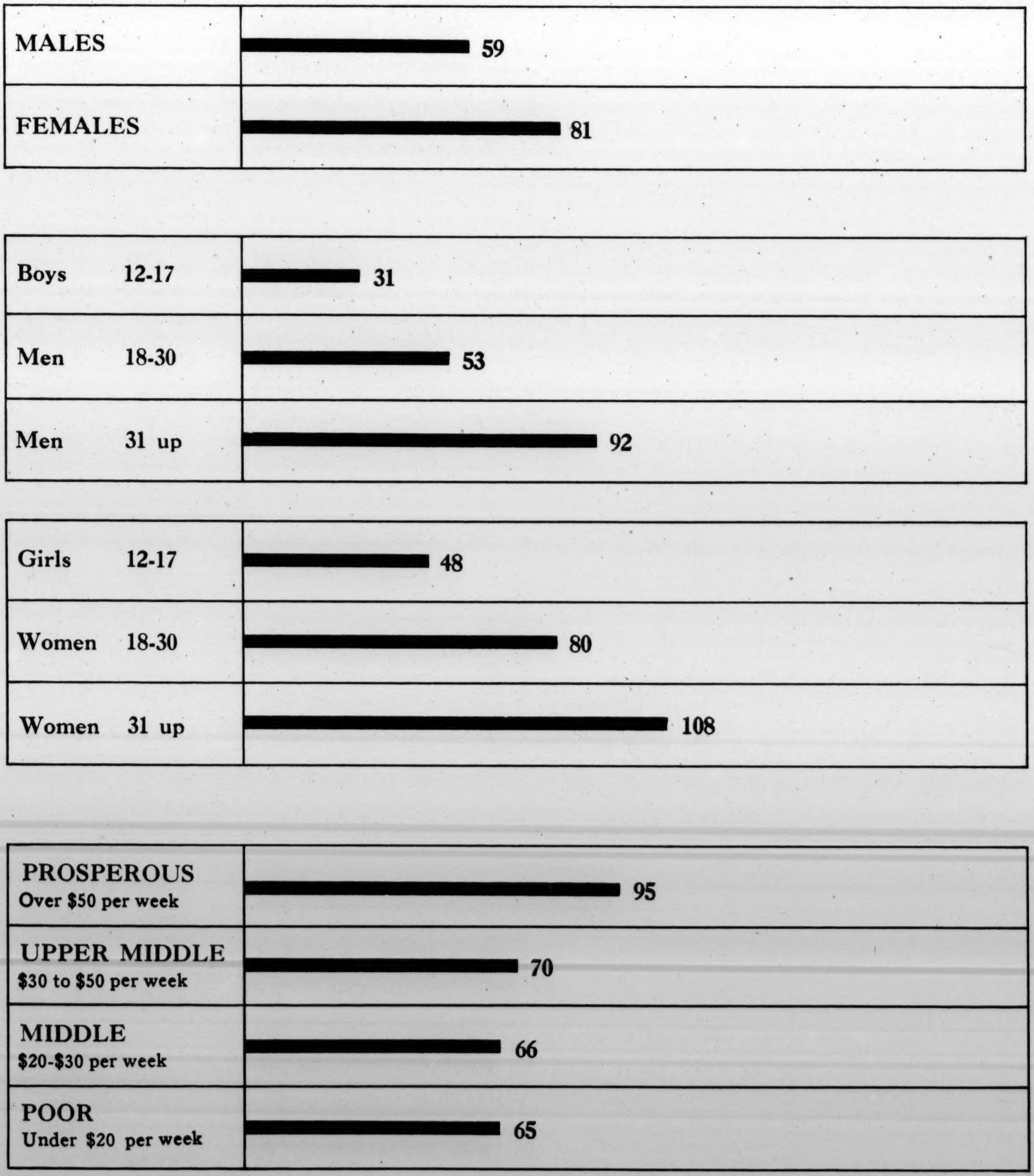


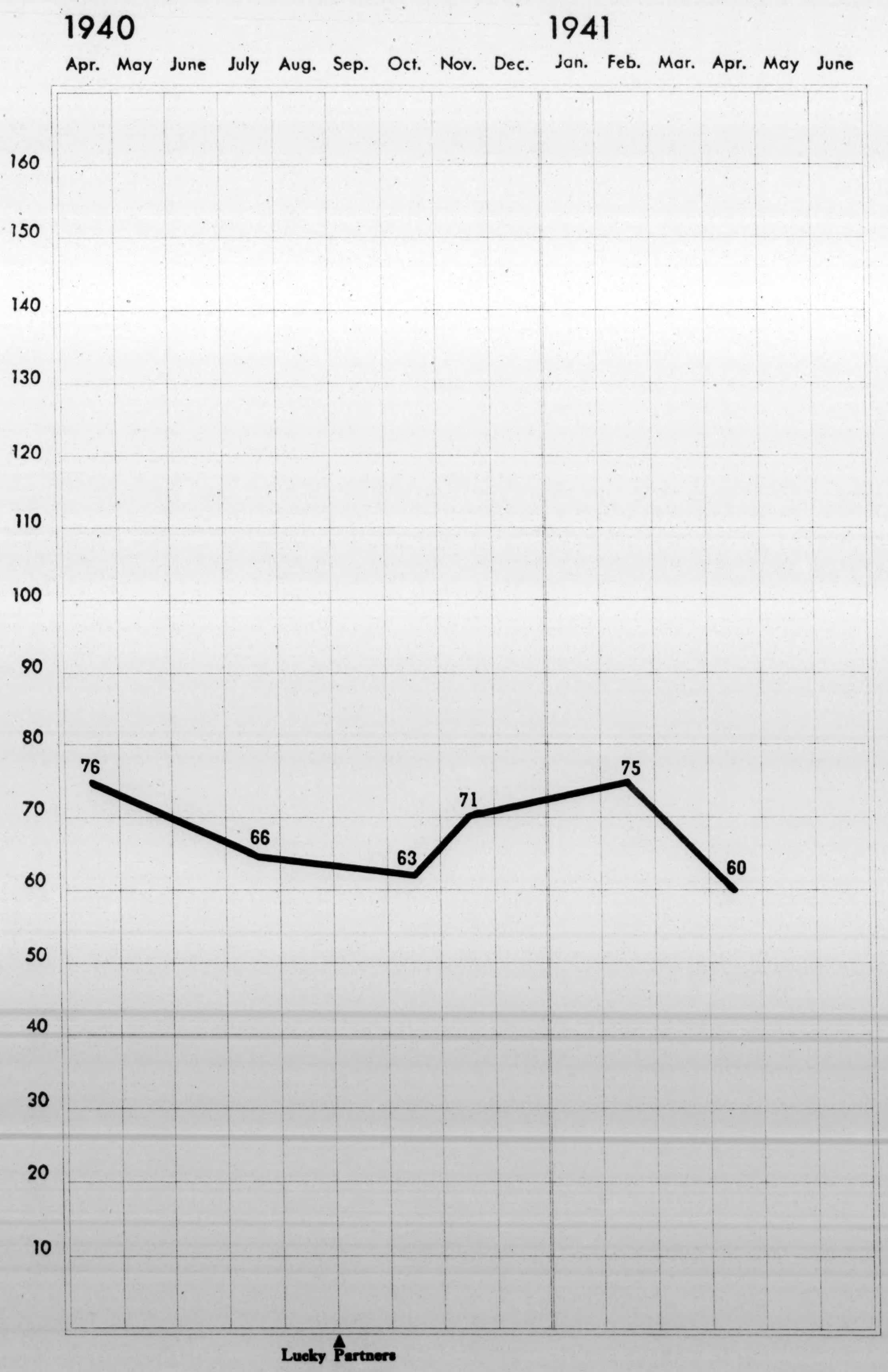


COLBERT, Claudette 19th

COLBERT, Claudette

February—April 1941

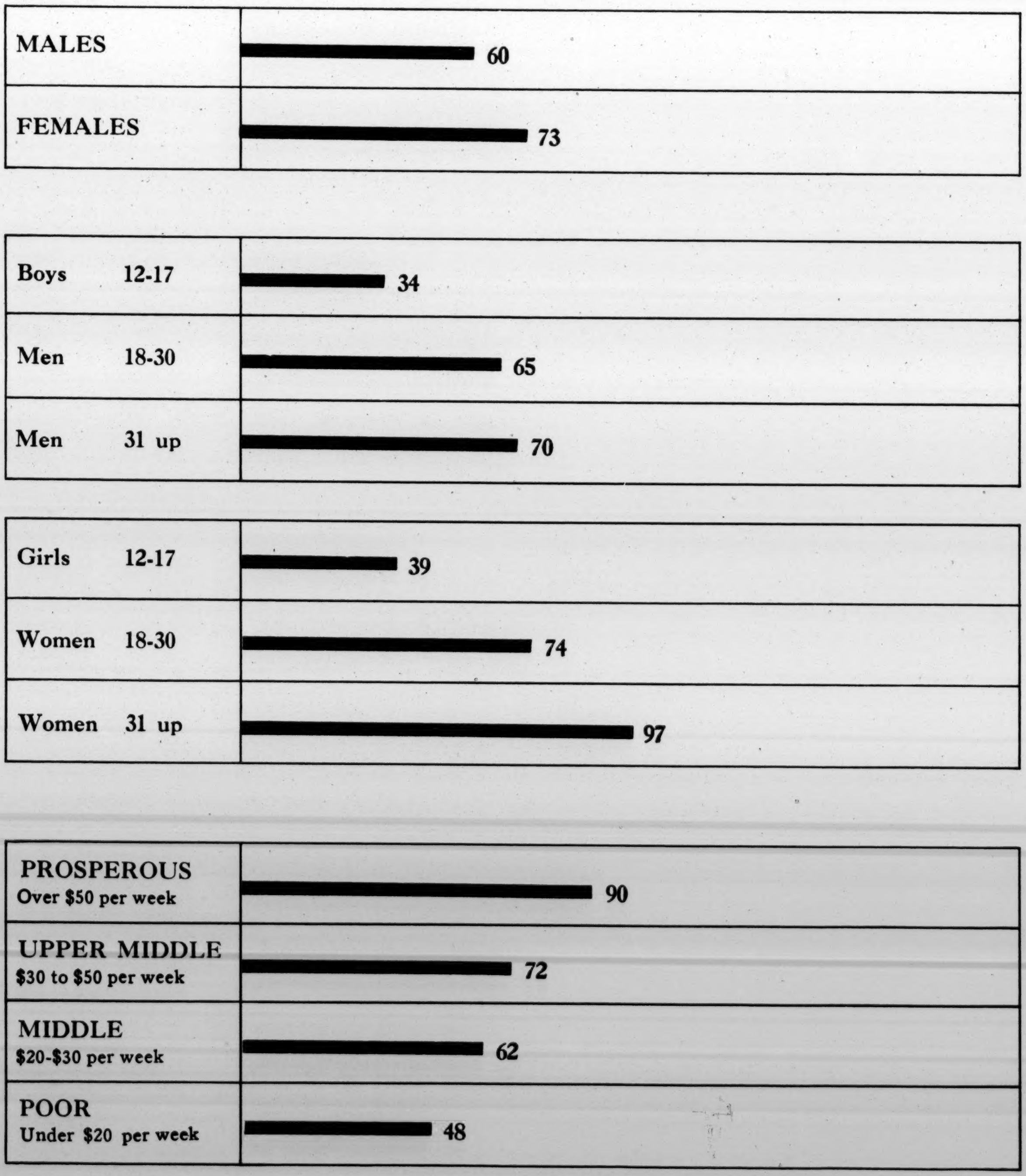


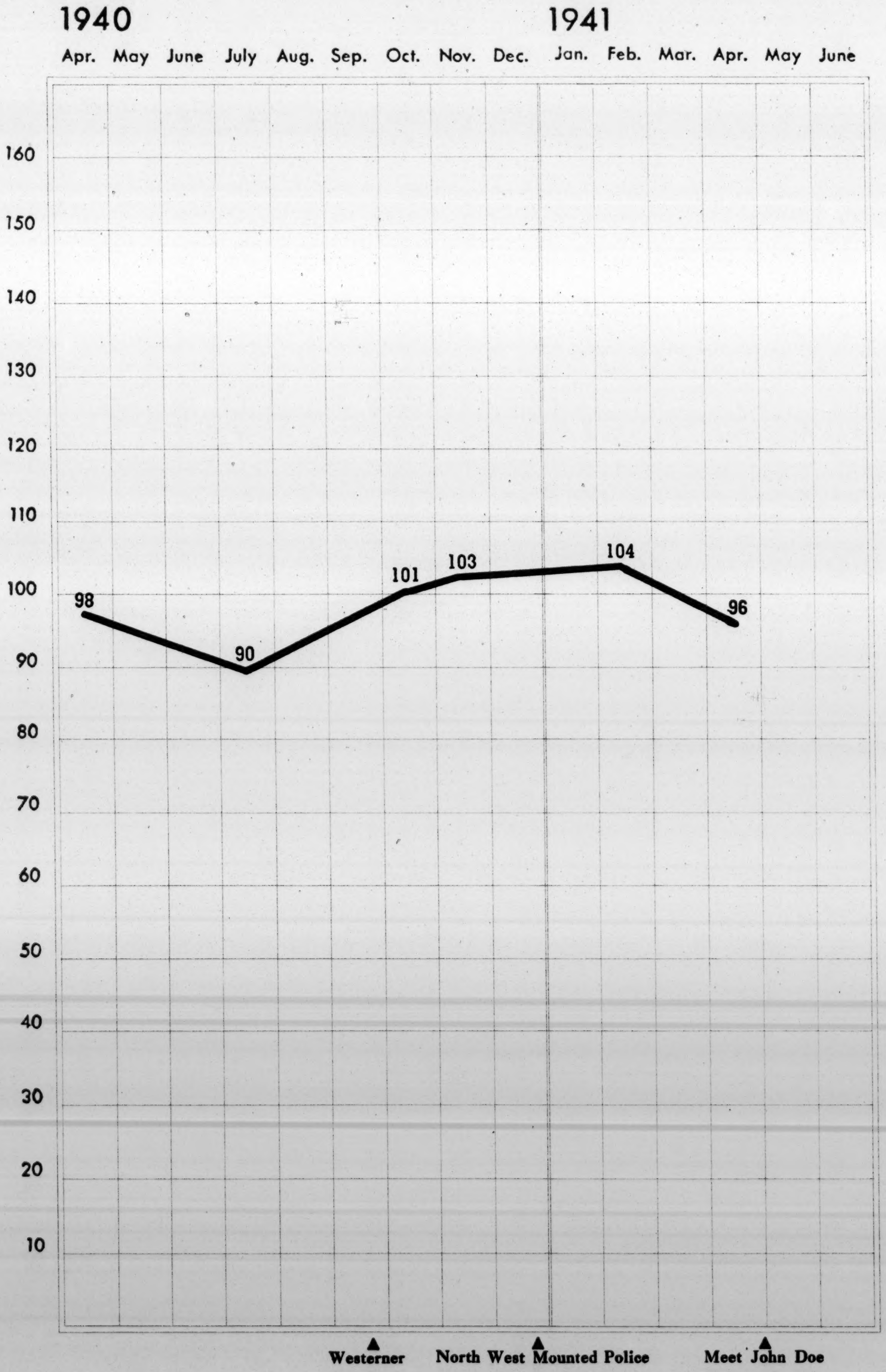


COLMAN, Ronald 38th

COLMAN, Ronald

February—April 1941

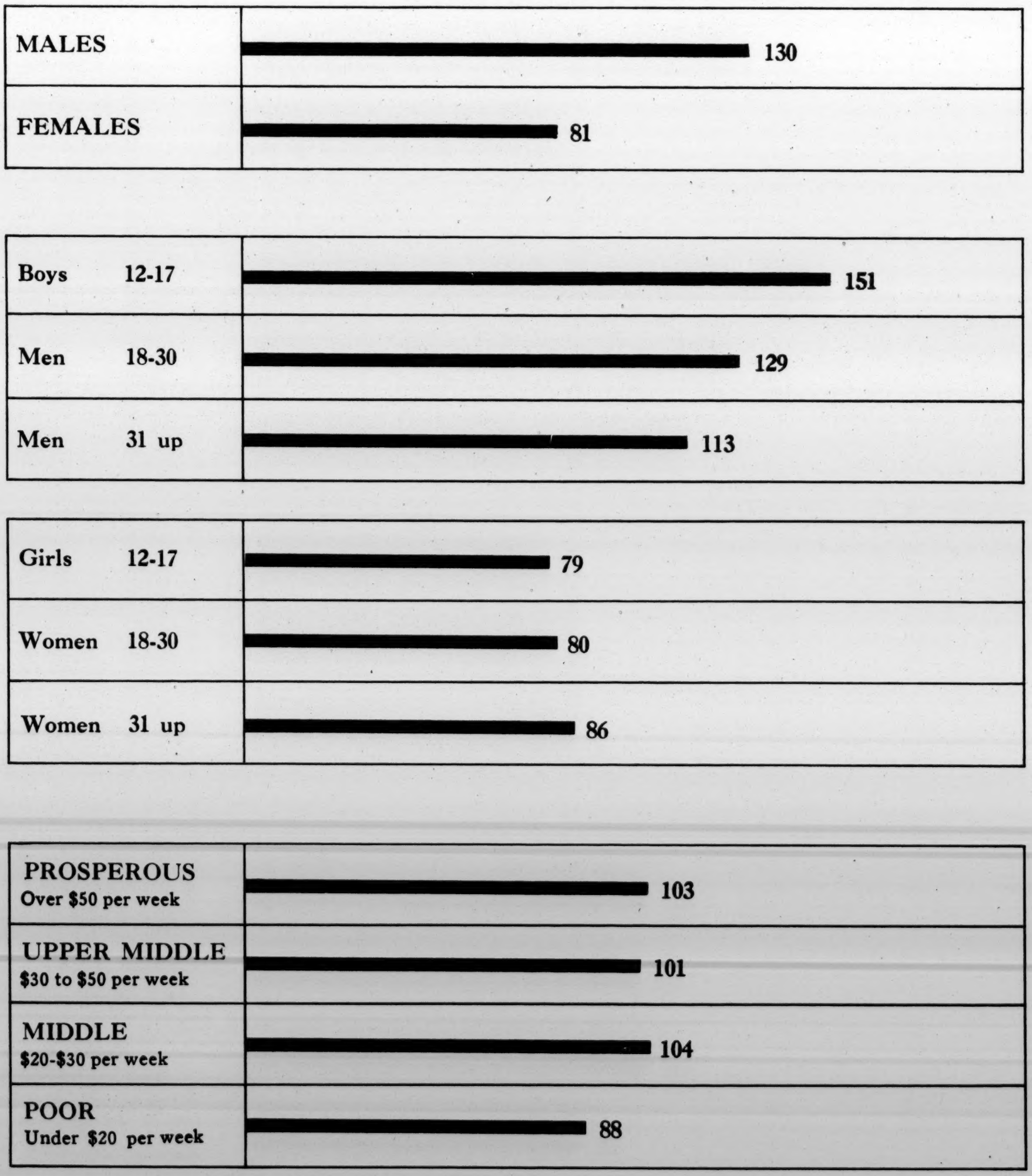


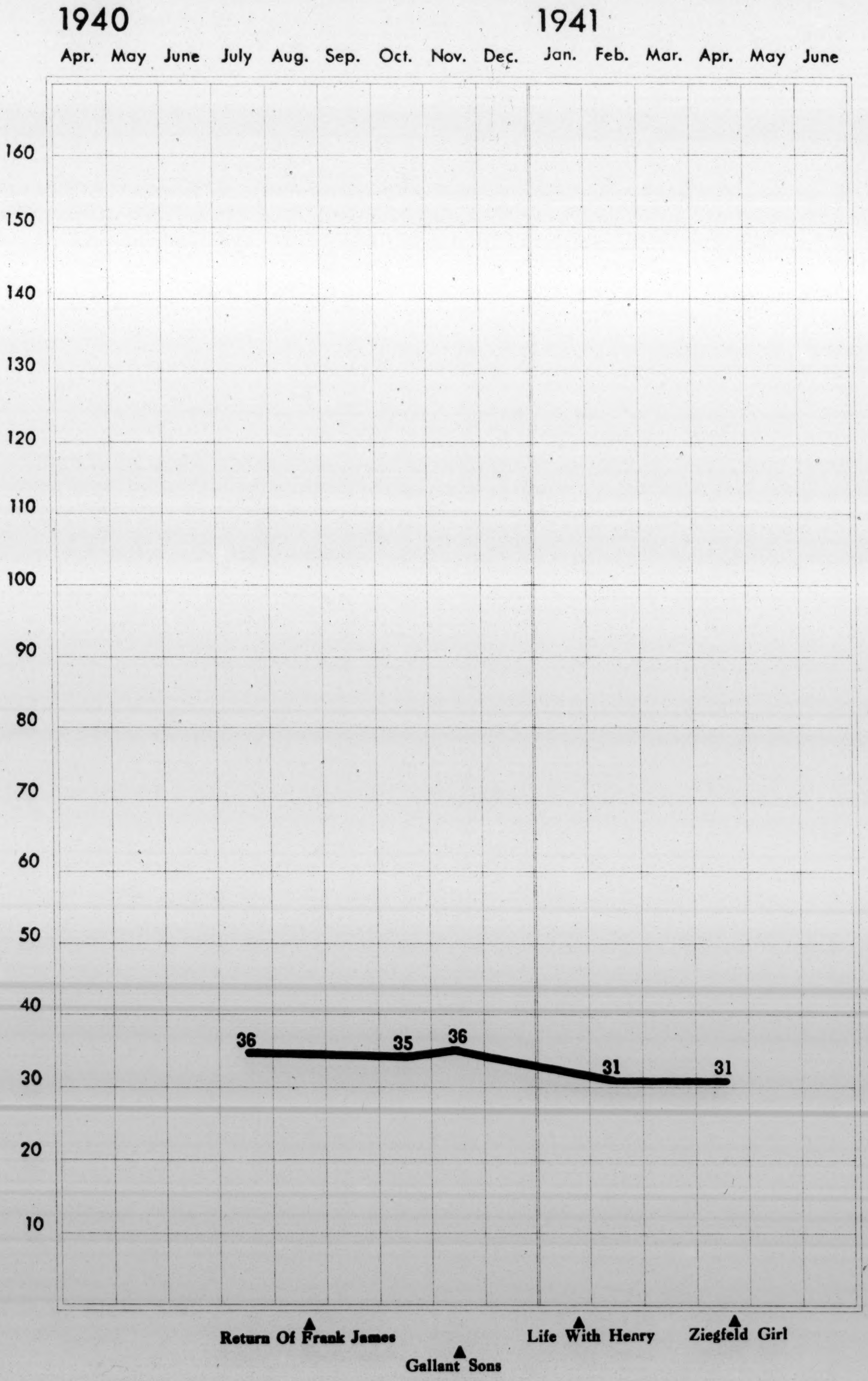


COOPER, Gary 8th

COOPER, Gary

February—April 1941

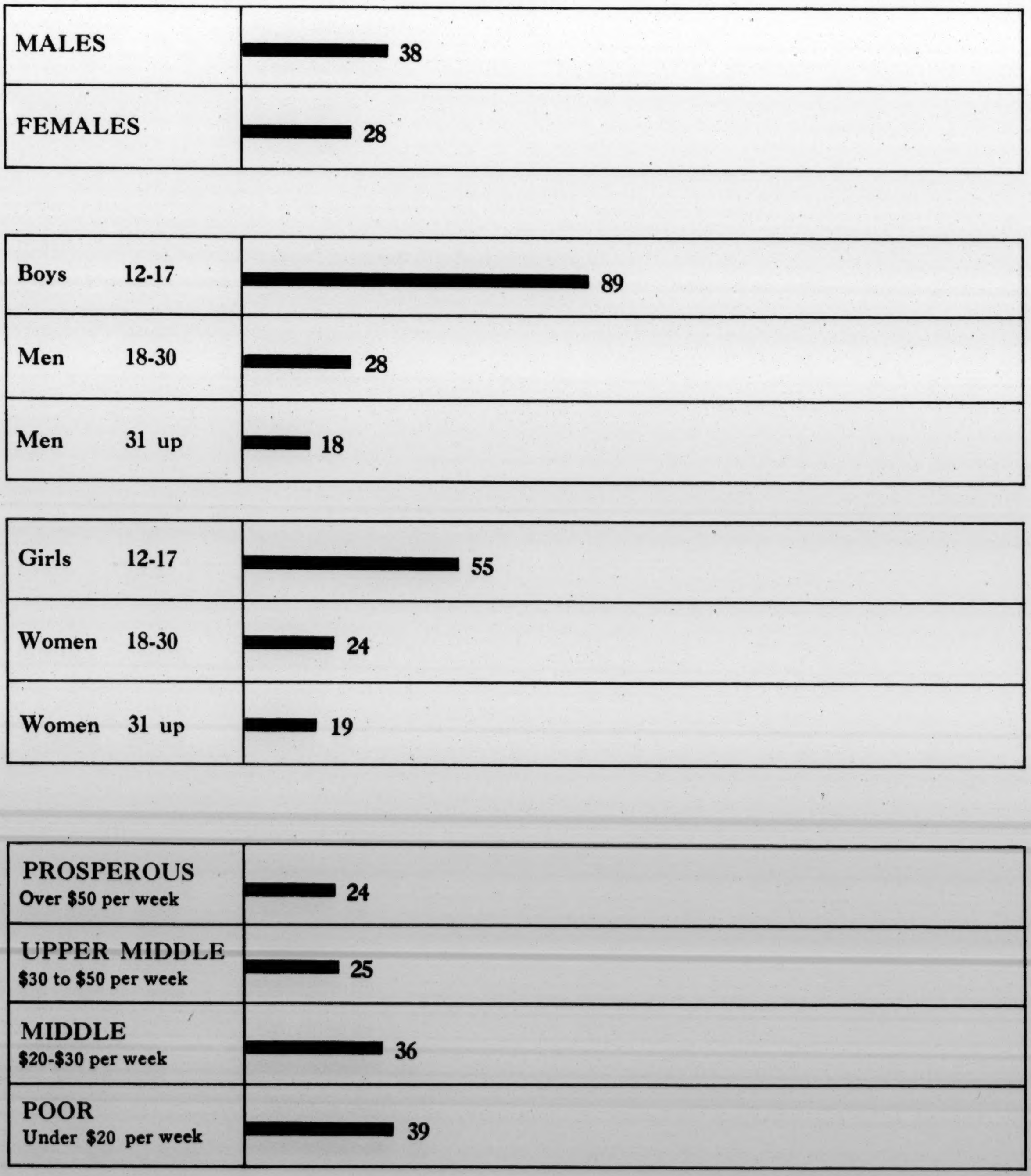


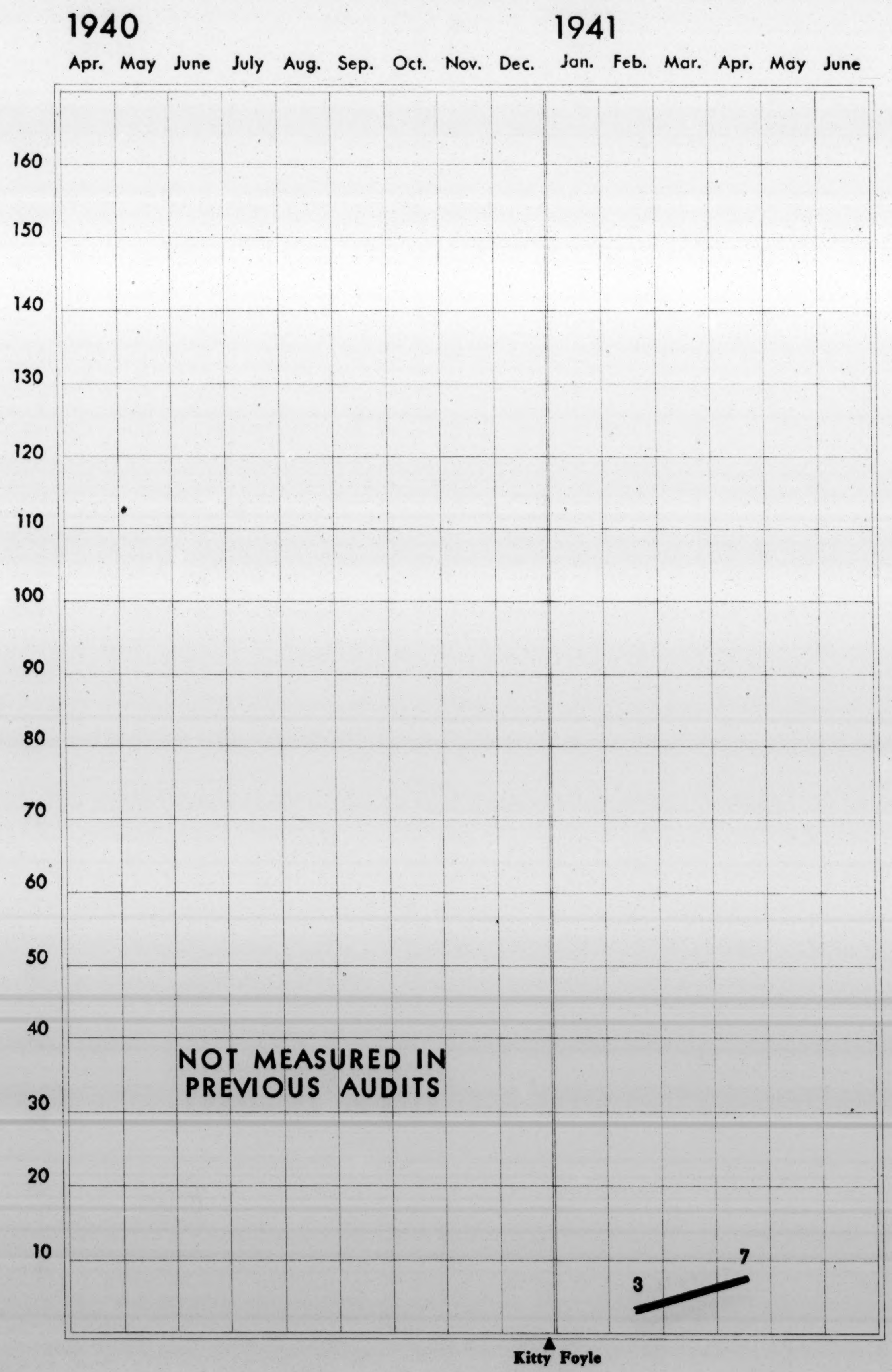


COOPER, Jackie 74th

COOPER, Jackie

February—April 1941

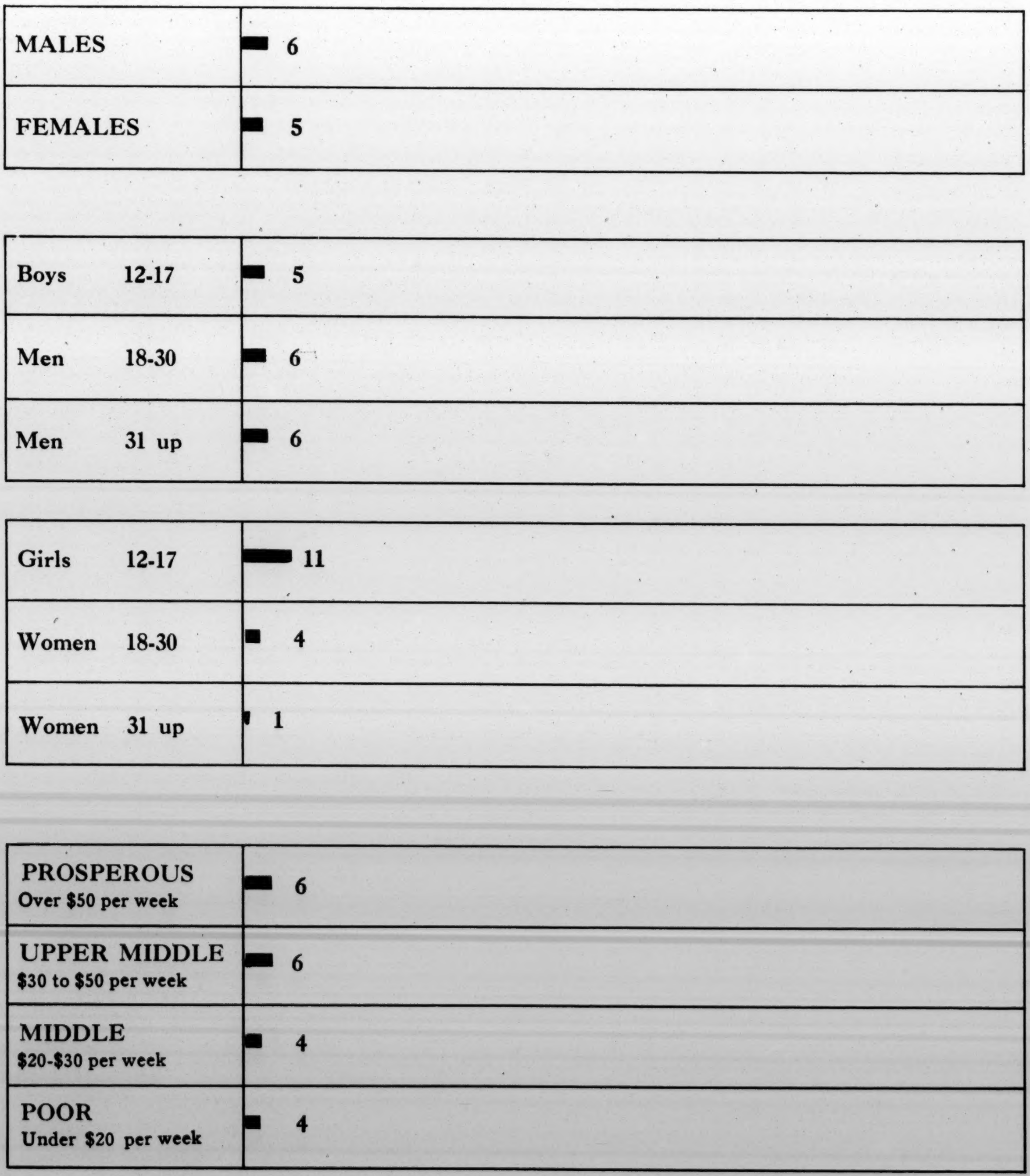


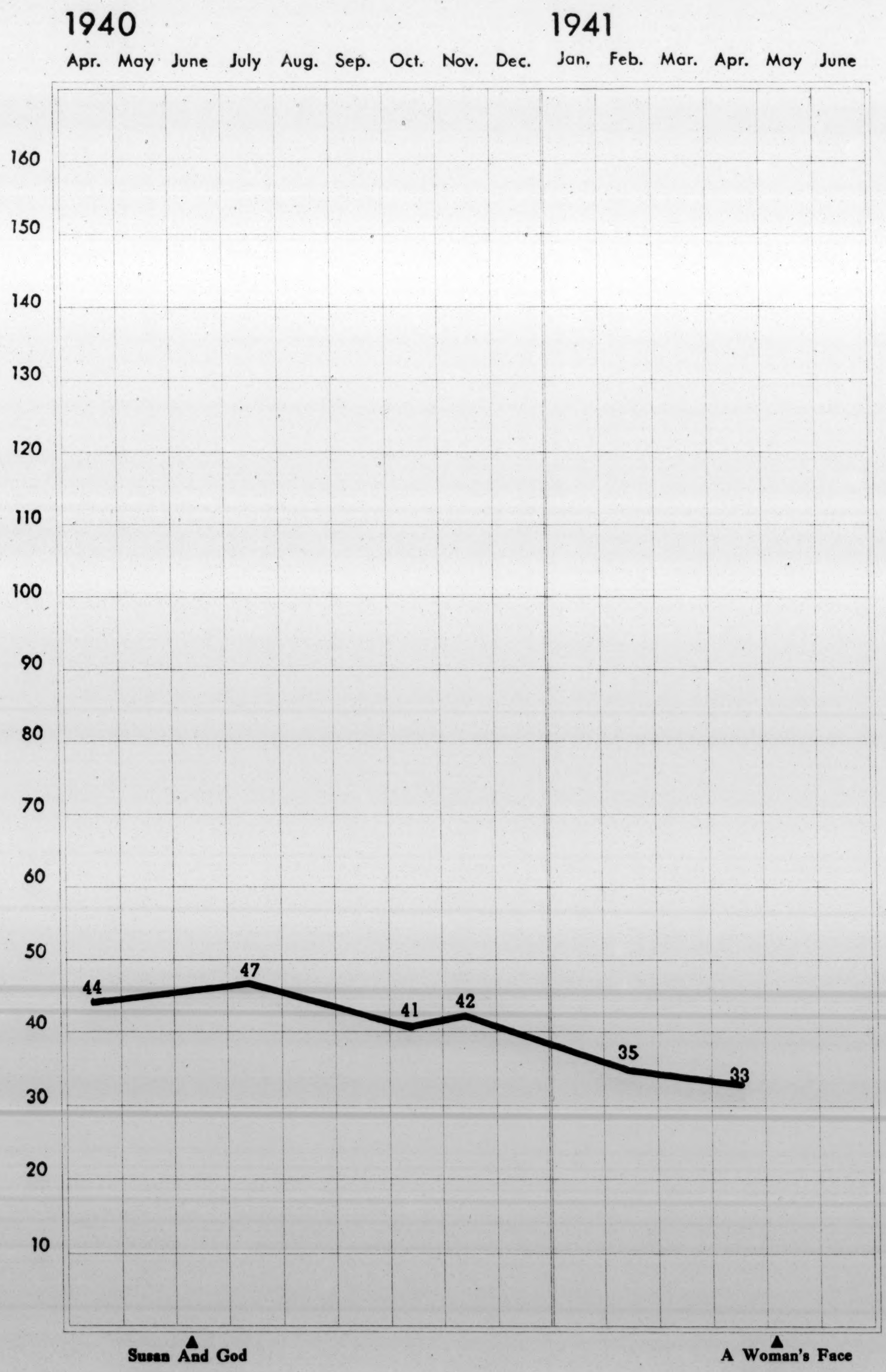


CRAIG, James 111th

CRAIG, James

February—April 1941

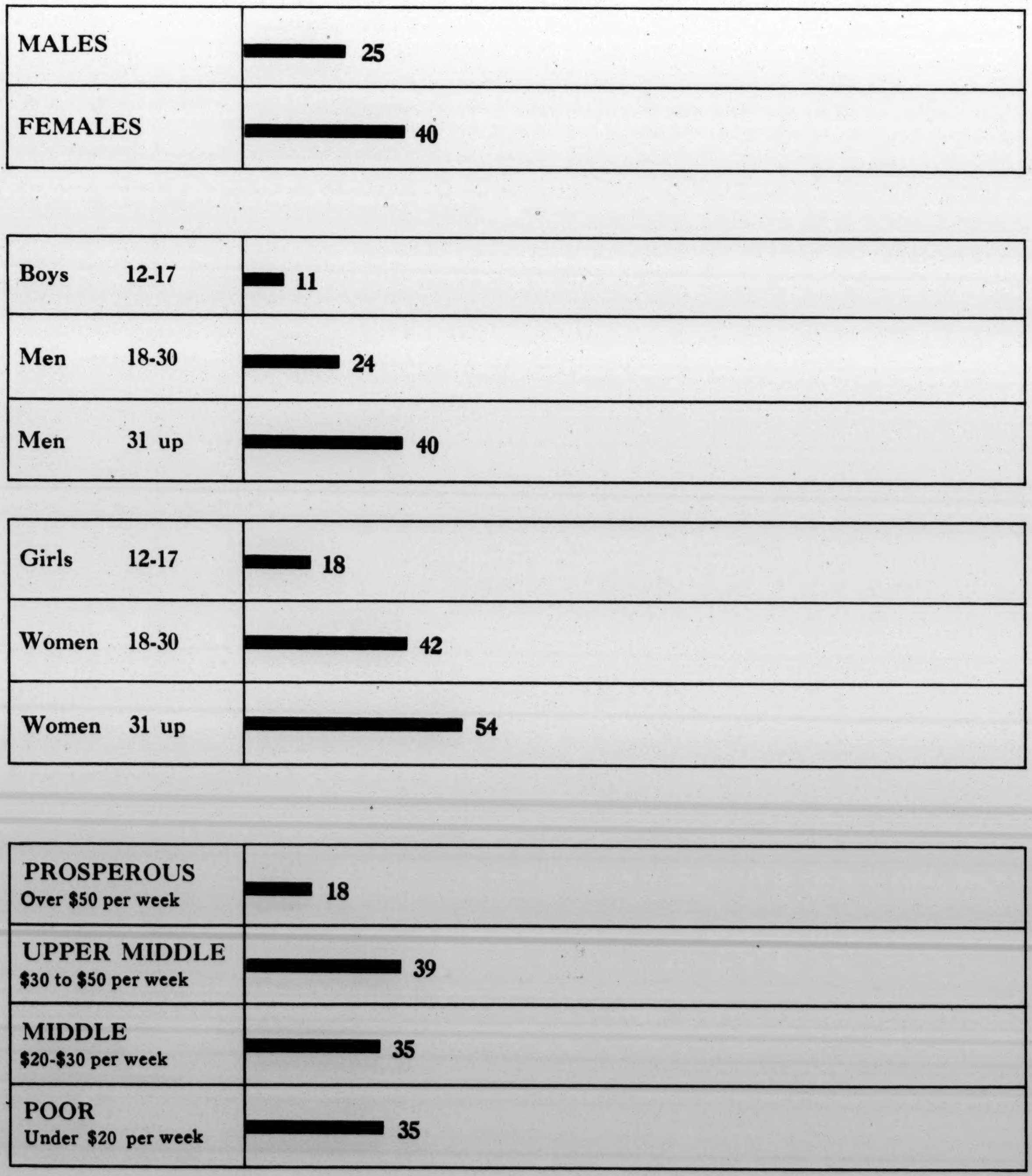


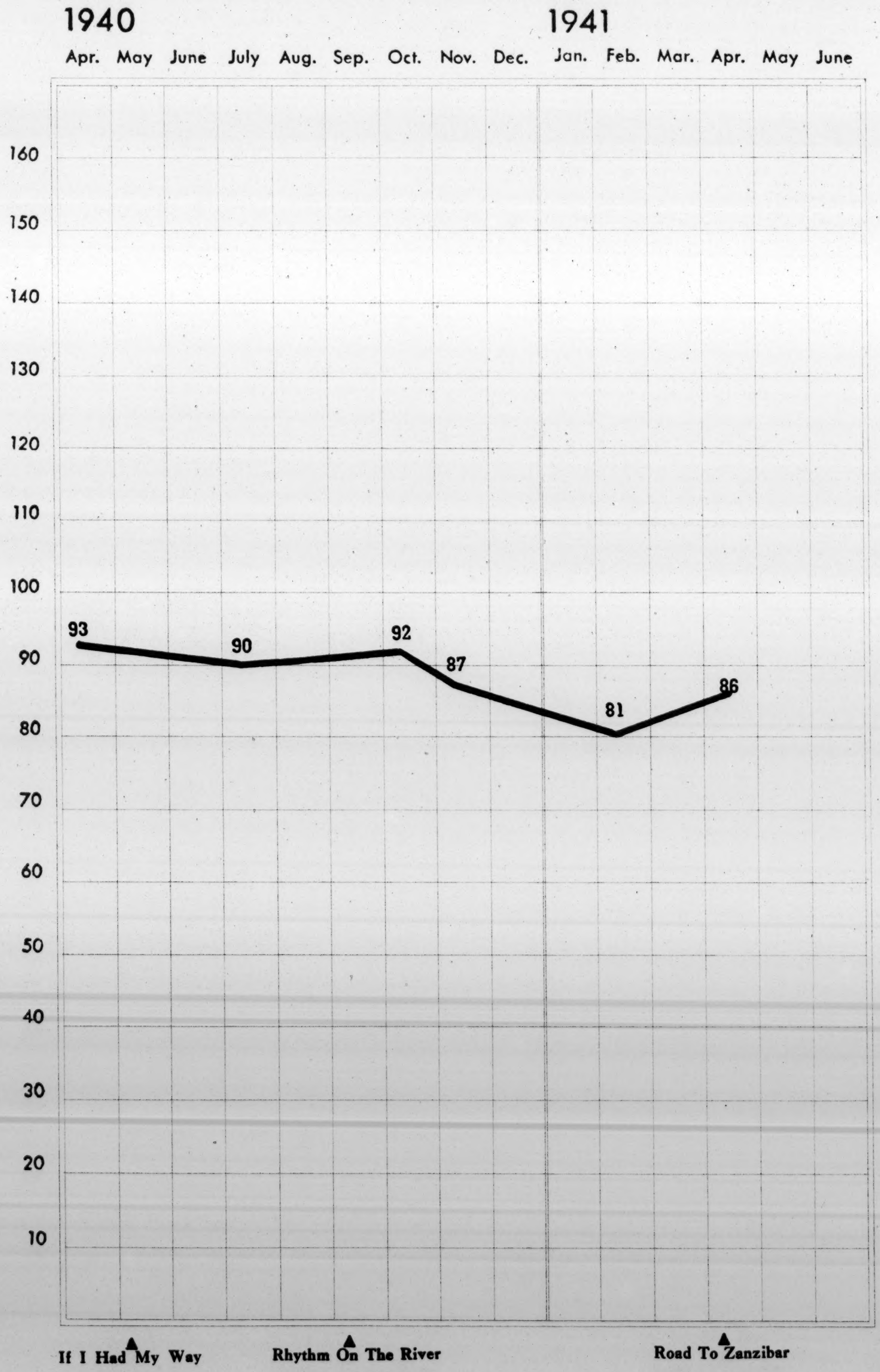


CRAWFORD, Joan 65th

CRAWFORD, Joan

February—April 1941

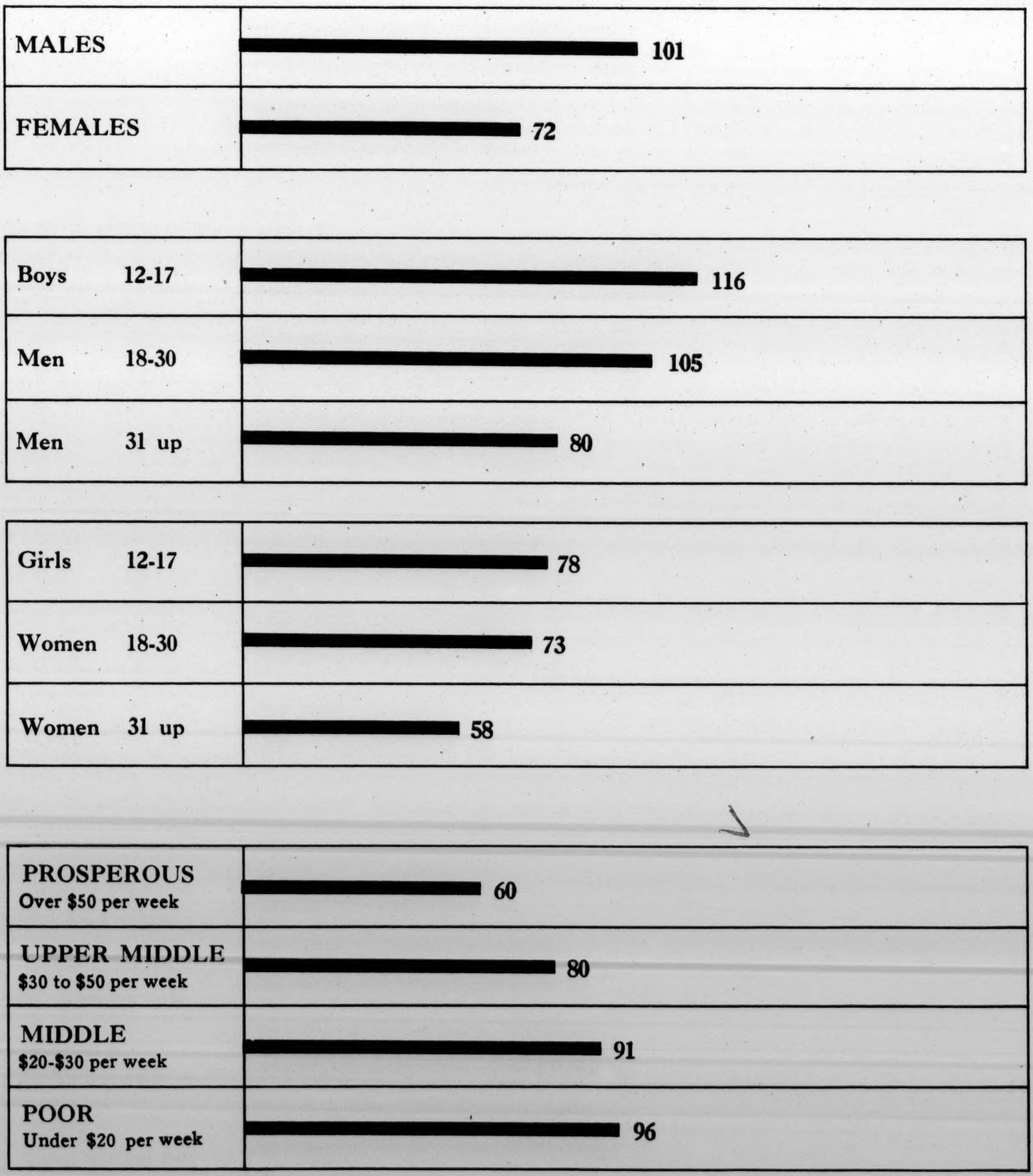


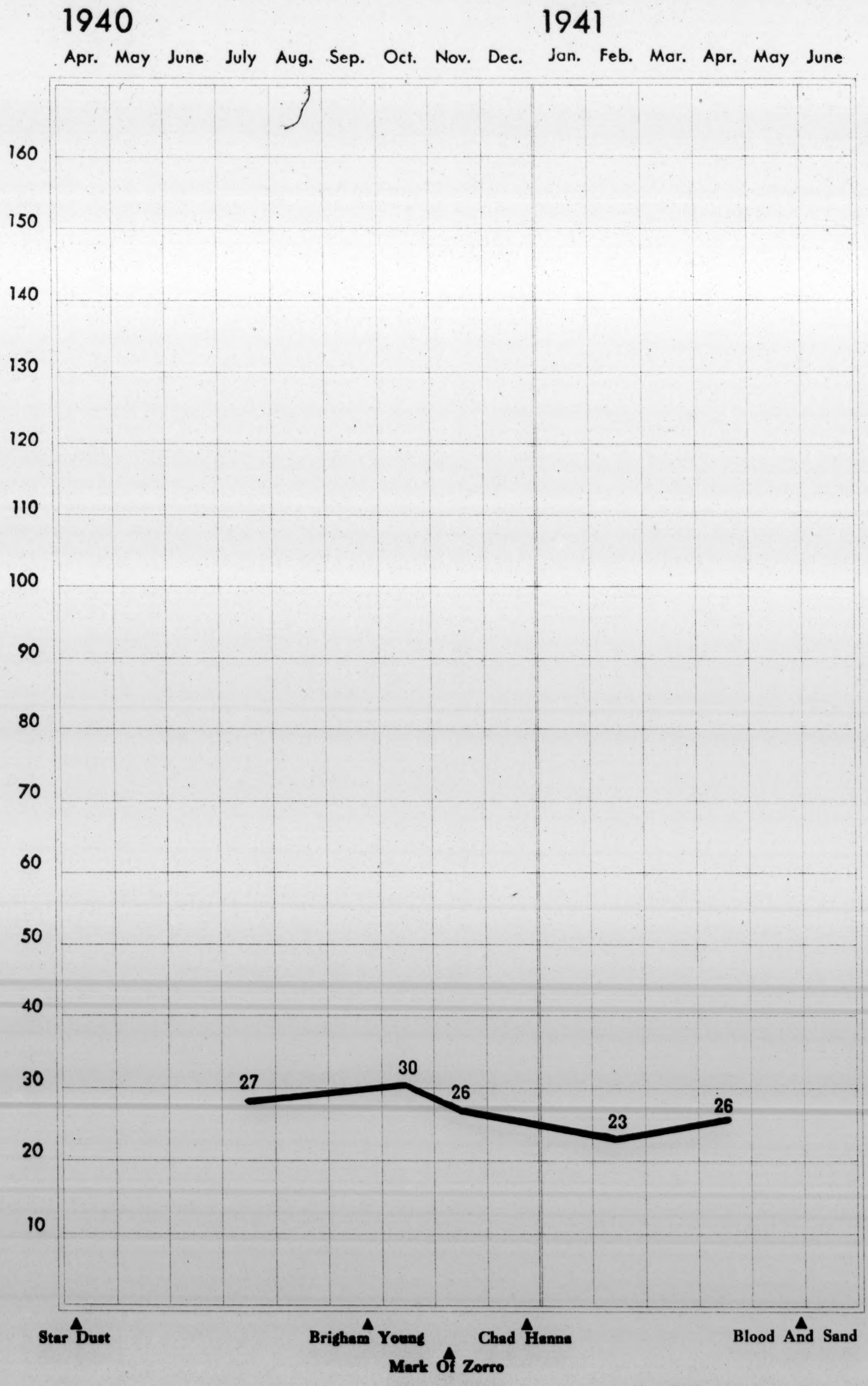


CROSBY, Bing 12th

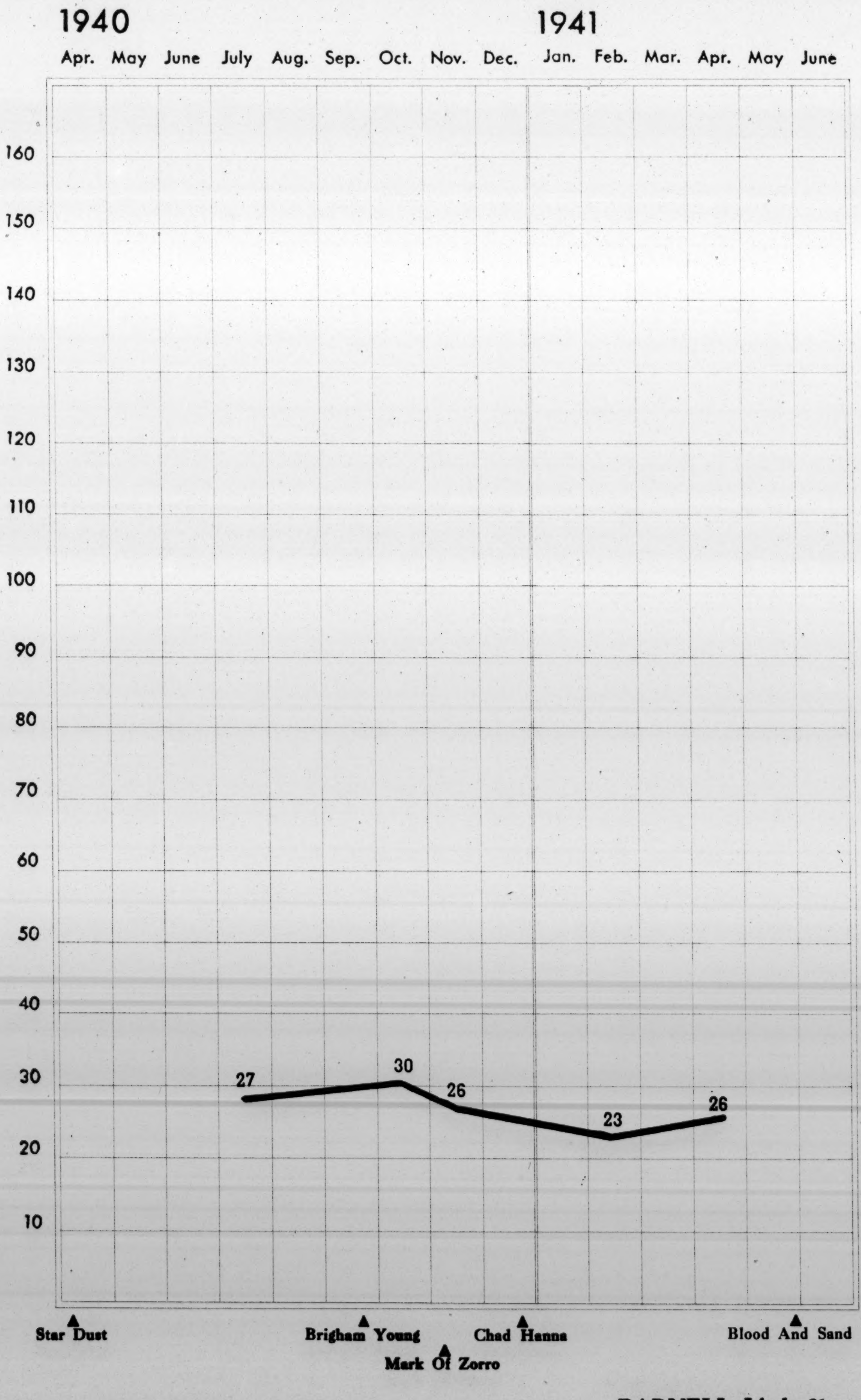
CROSBY, Bing

February—April 1941





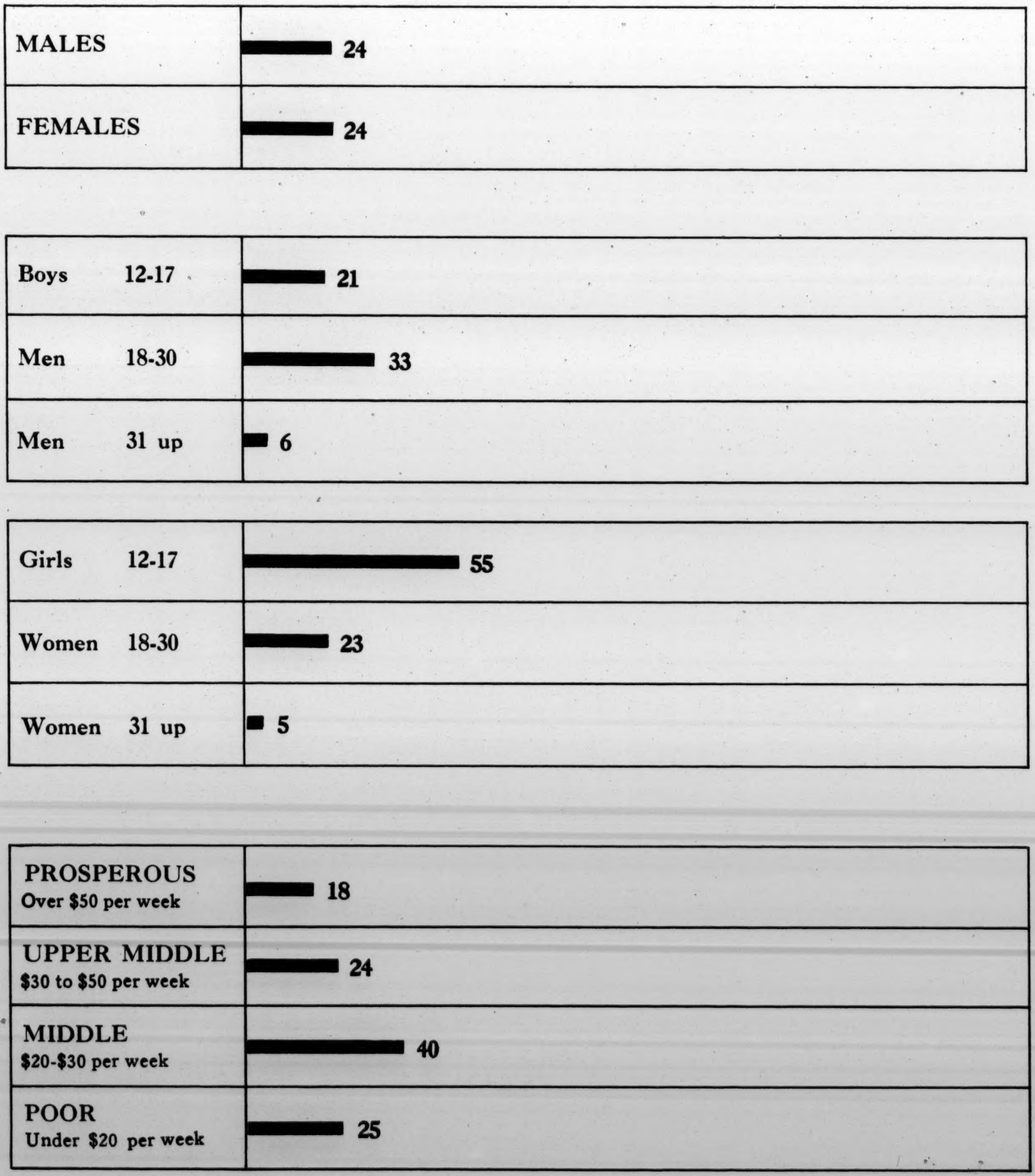
DARNELL, Linda 81st

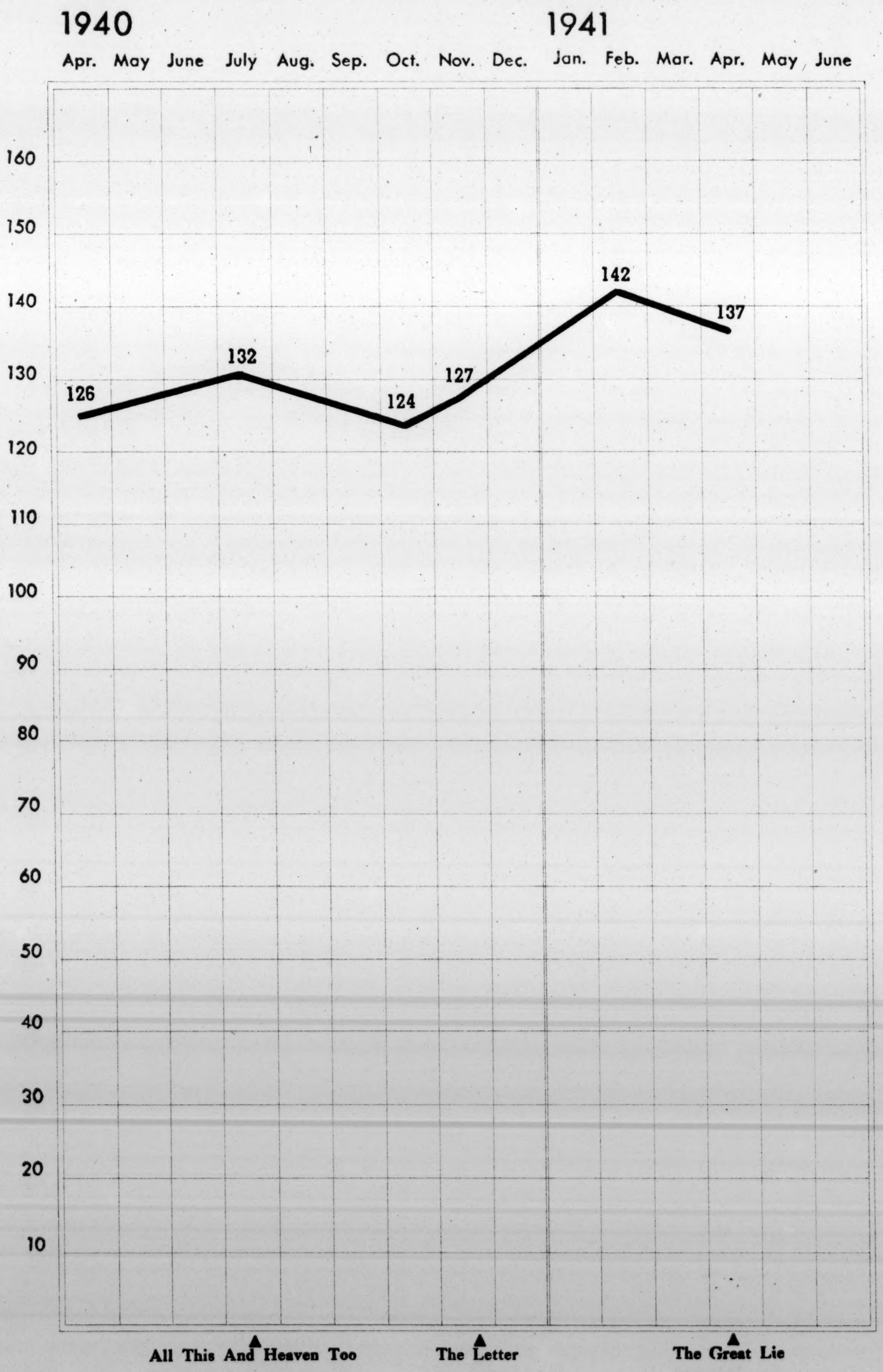


DARNELL, Linda 81st

DARNELL, Linda

February—April 1941

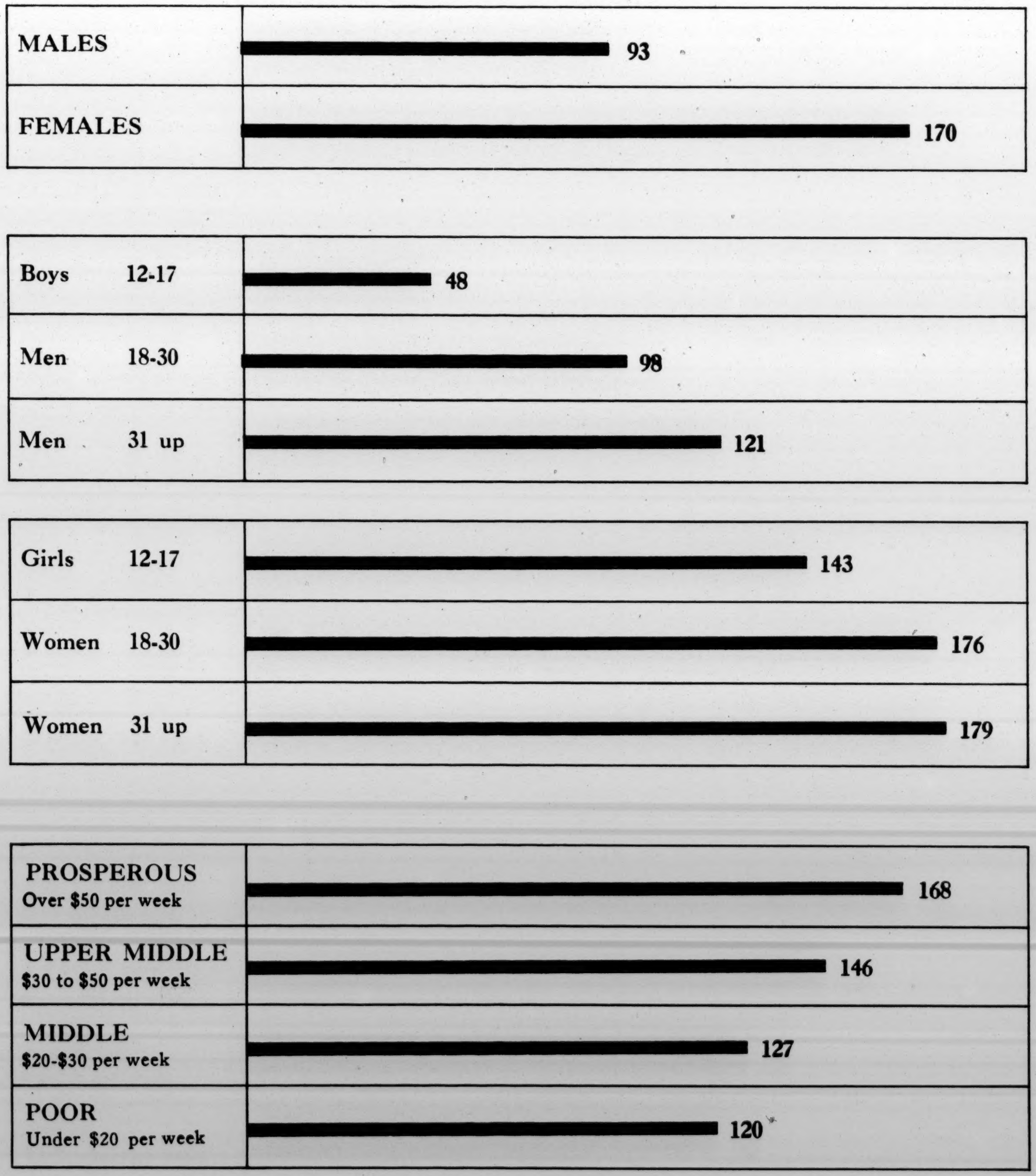


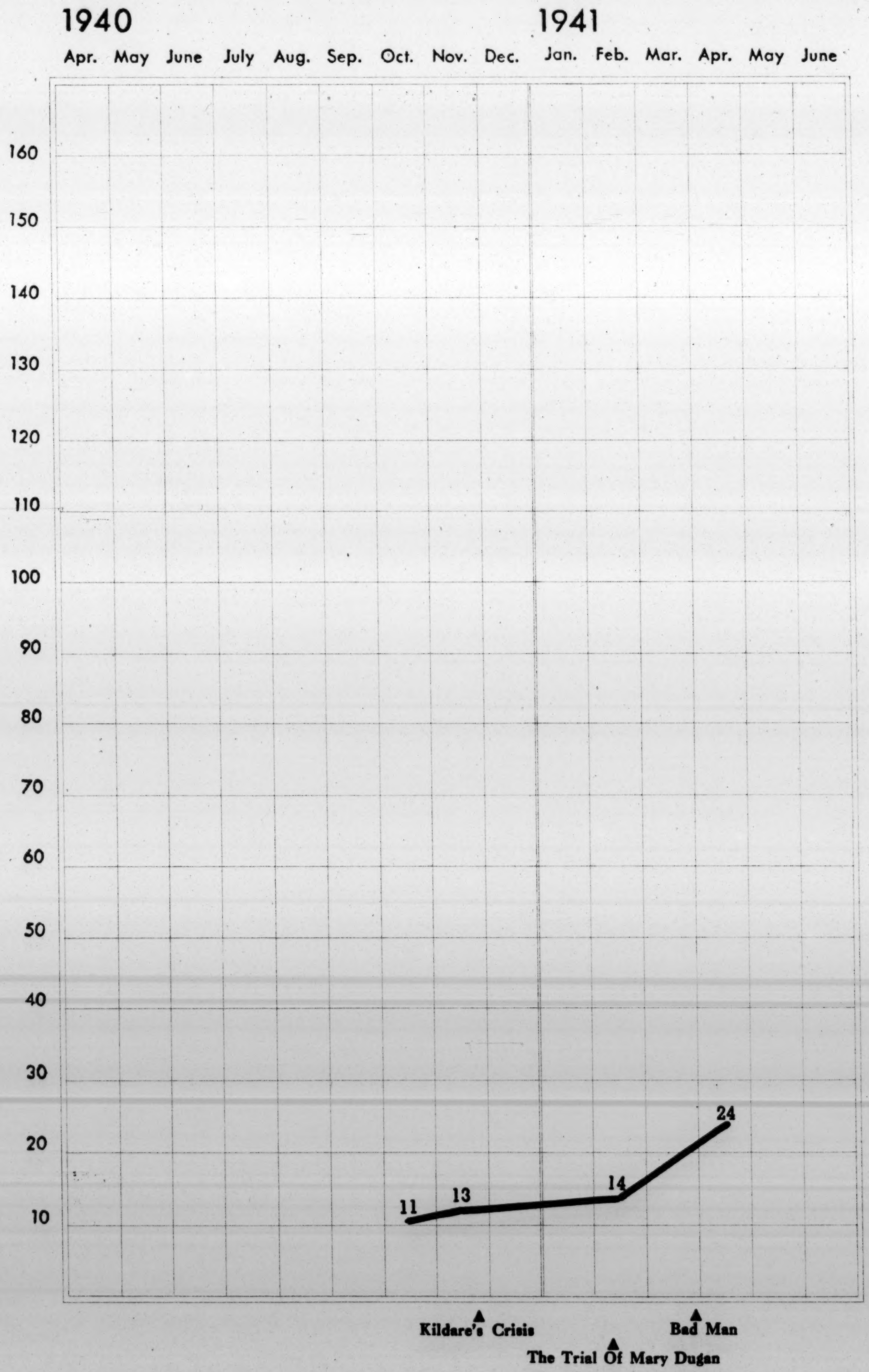


DAVIS, Bette 3rd

DAVIS, Bette

February—April 1941





DAY, Laraine 86th

DAY, Laraine

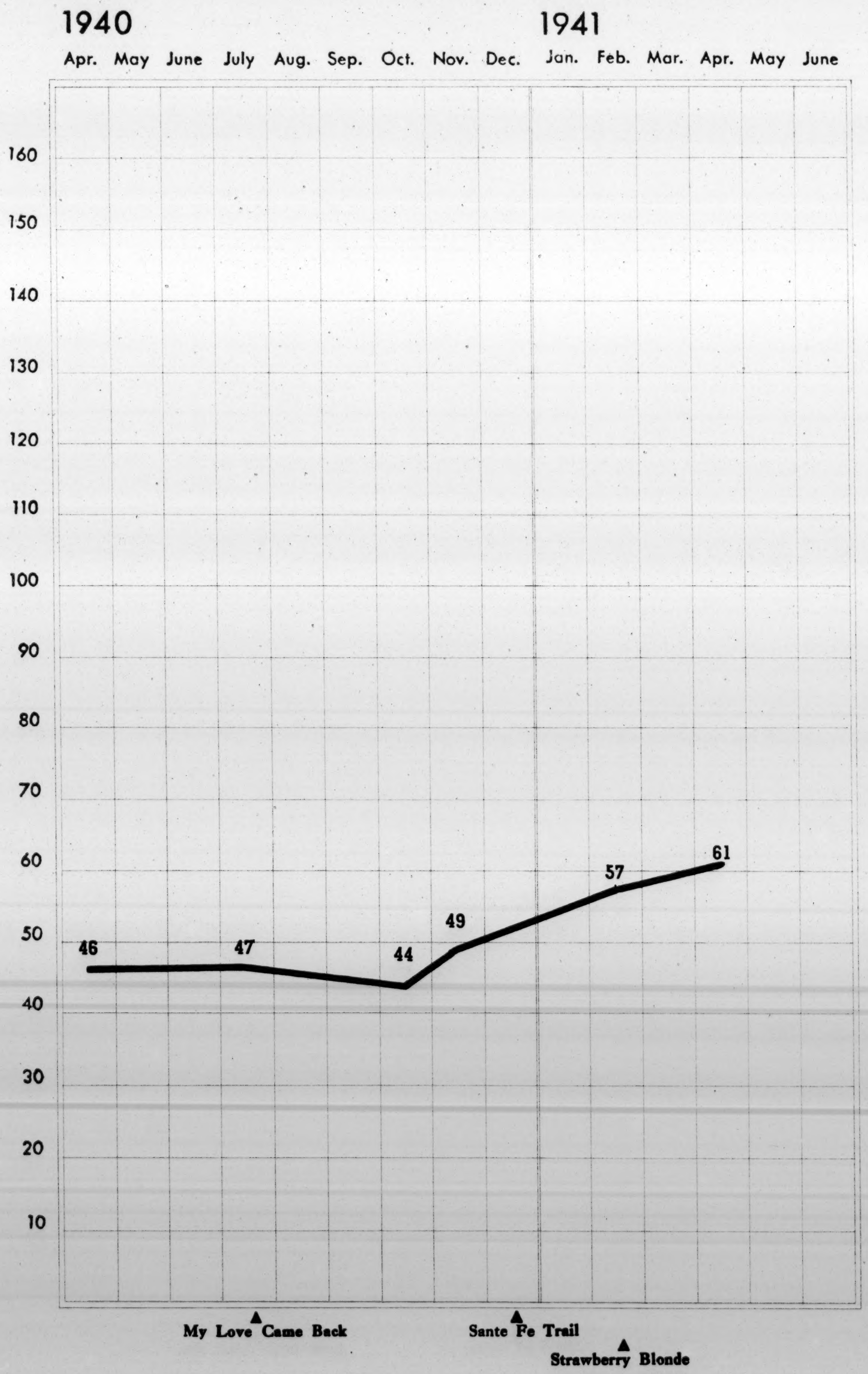
February—April 1941

MALES	16
FEMALES	21

Boys	12-17	12
Men	18-30	22
Men	31 up	7

Girls	12-17	26
Women	18-30	24
Women	31 up	8

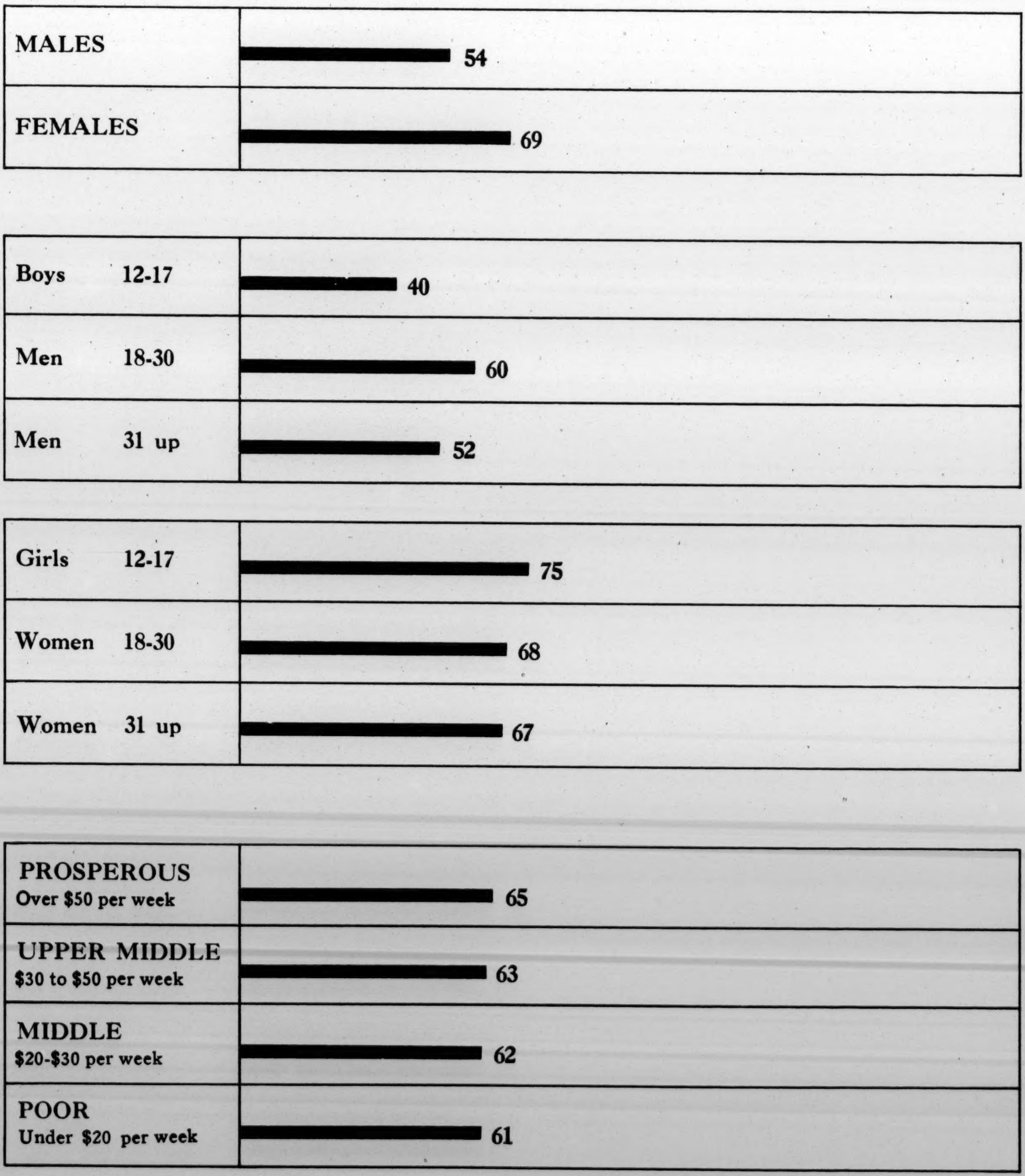
PROSPEROUS **Over $50 per week**	19
UPPER MIDDLE **$30 to $50 per week**	14
MIDDLE **$20-$30 per week**	25
POOR **Under $20 per week**	20

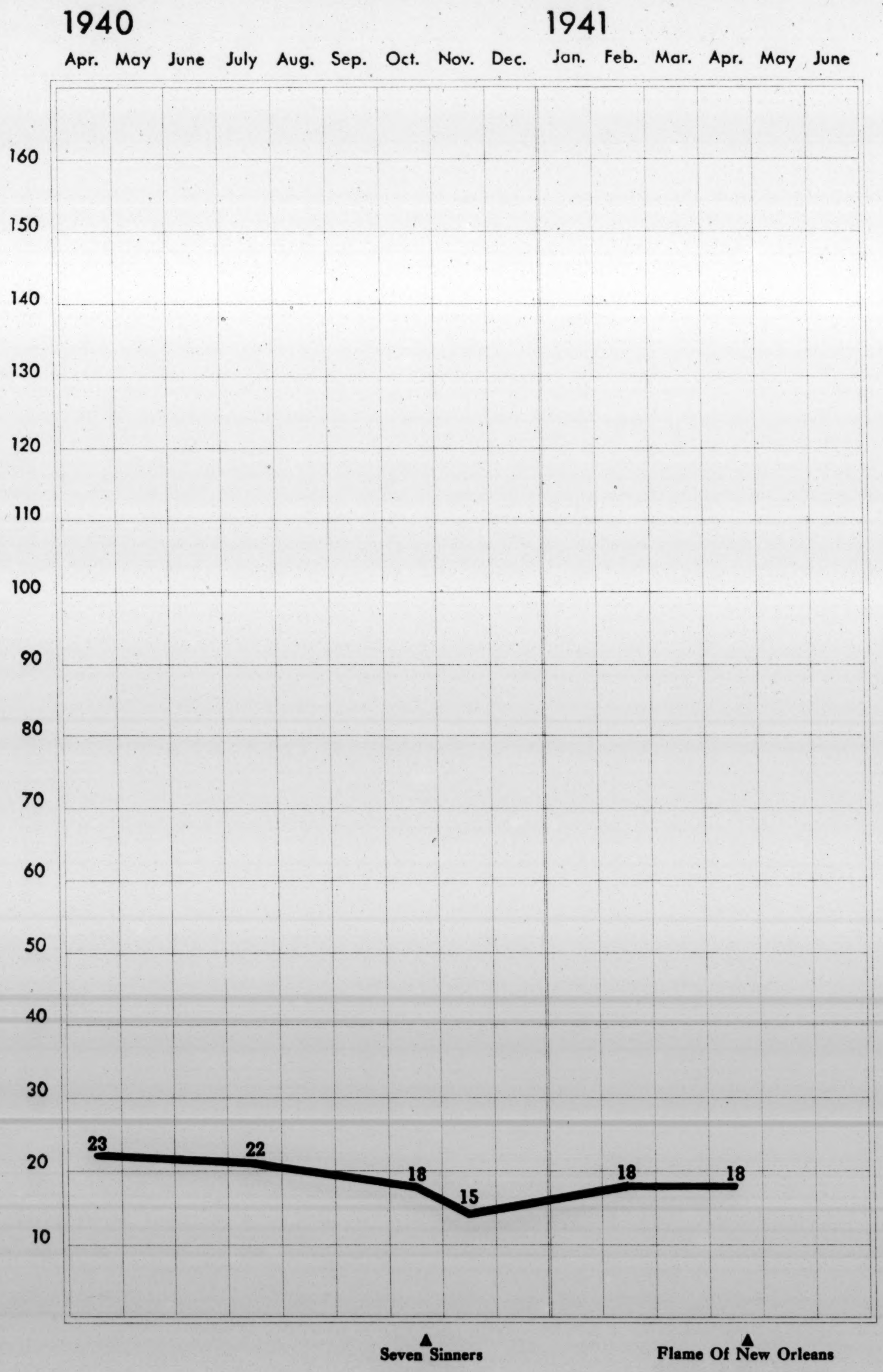


De HAVILLAND, Olivia 35th

De HAVILLAND, Olivia

February—April 1941

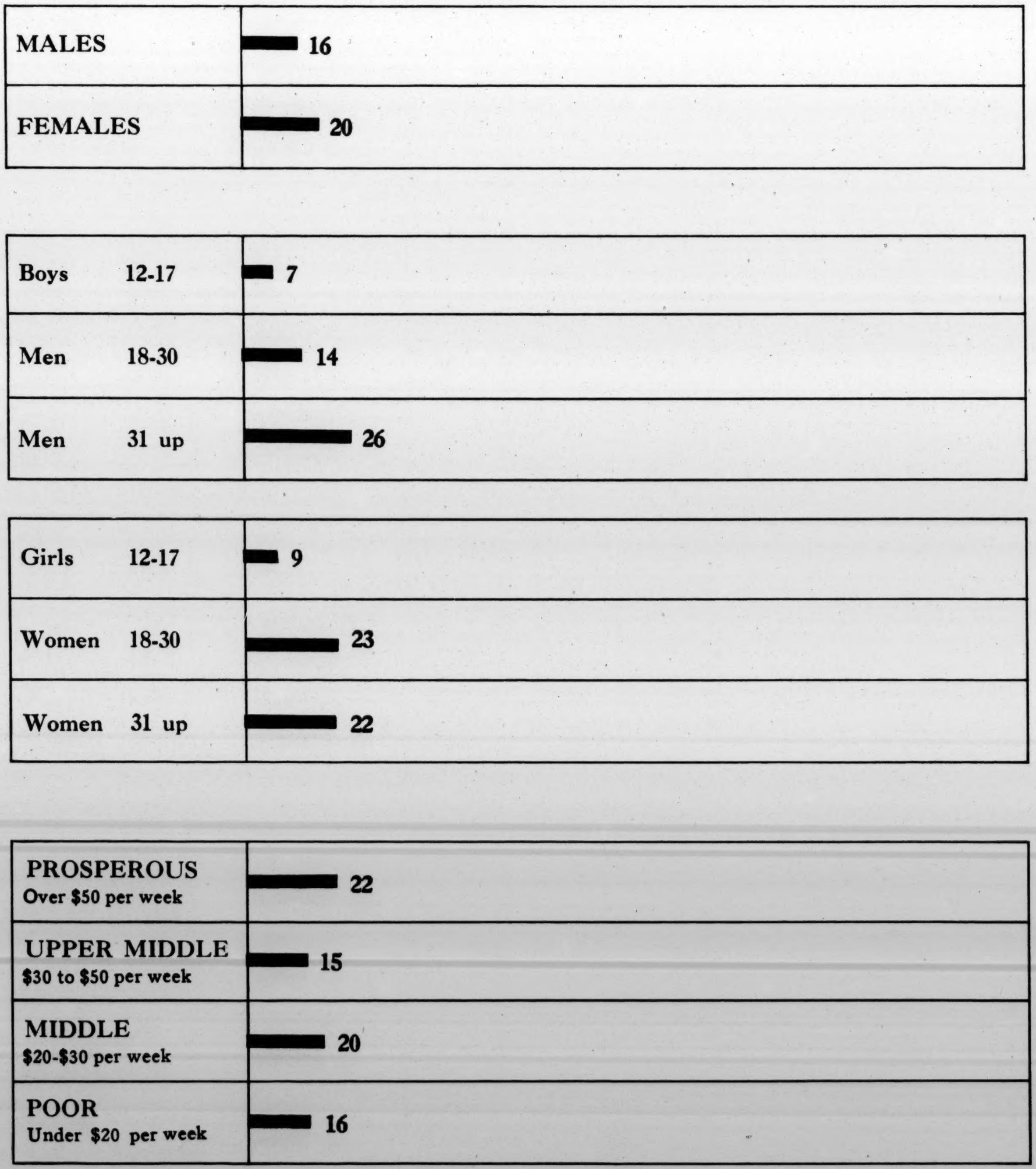


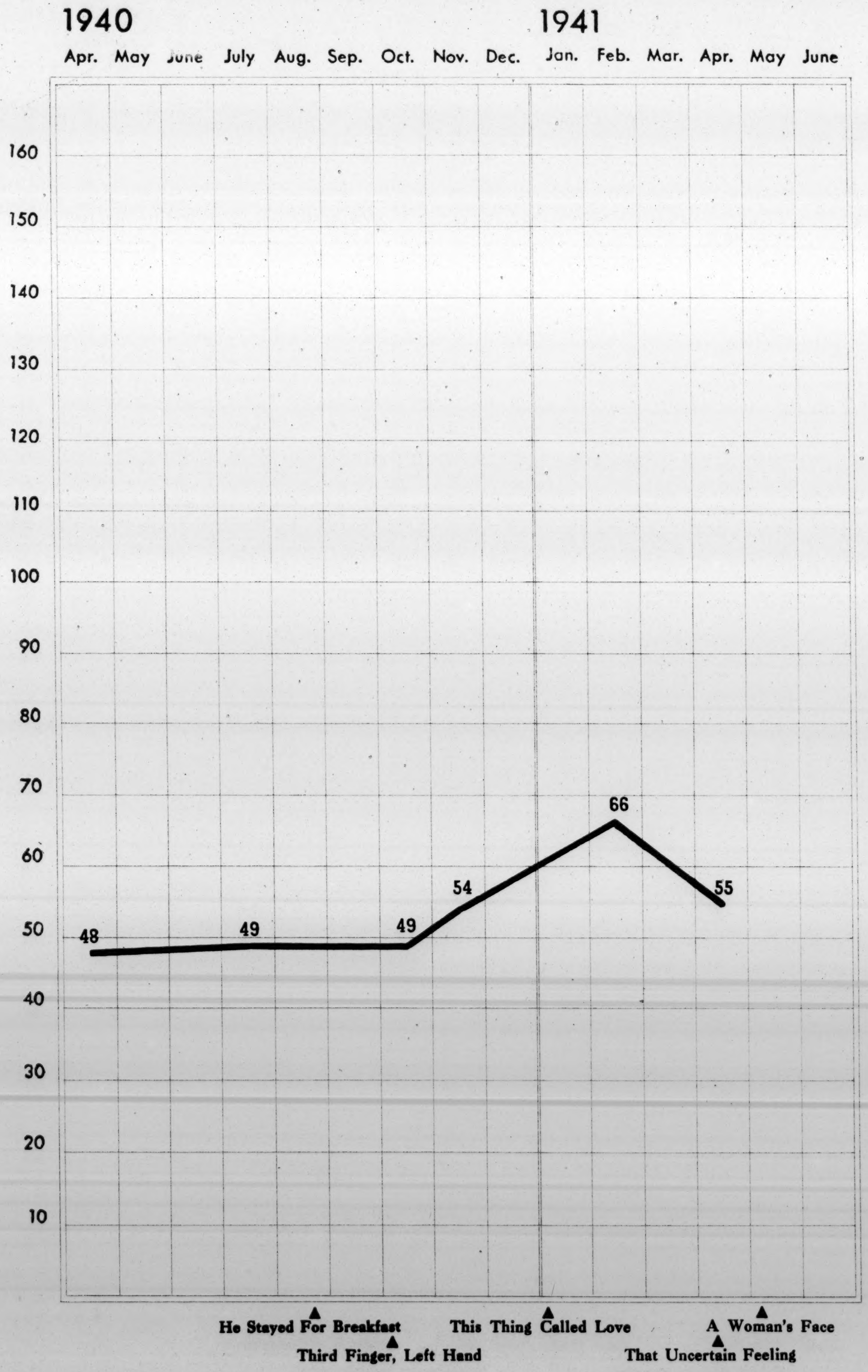


DIETRICH, Marlene 101st

DIETRICH, Marlene

February—April 1941

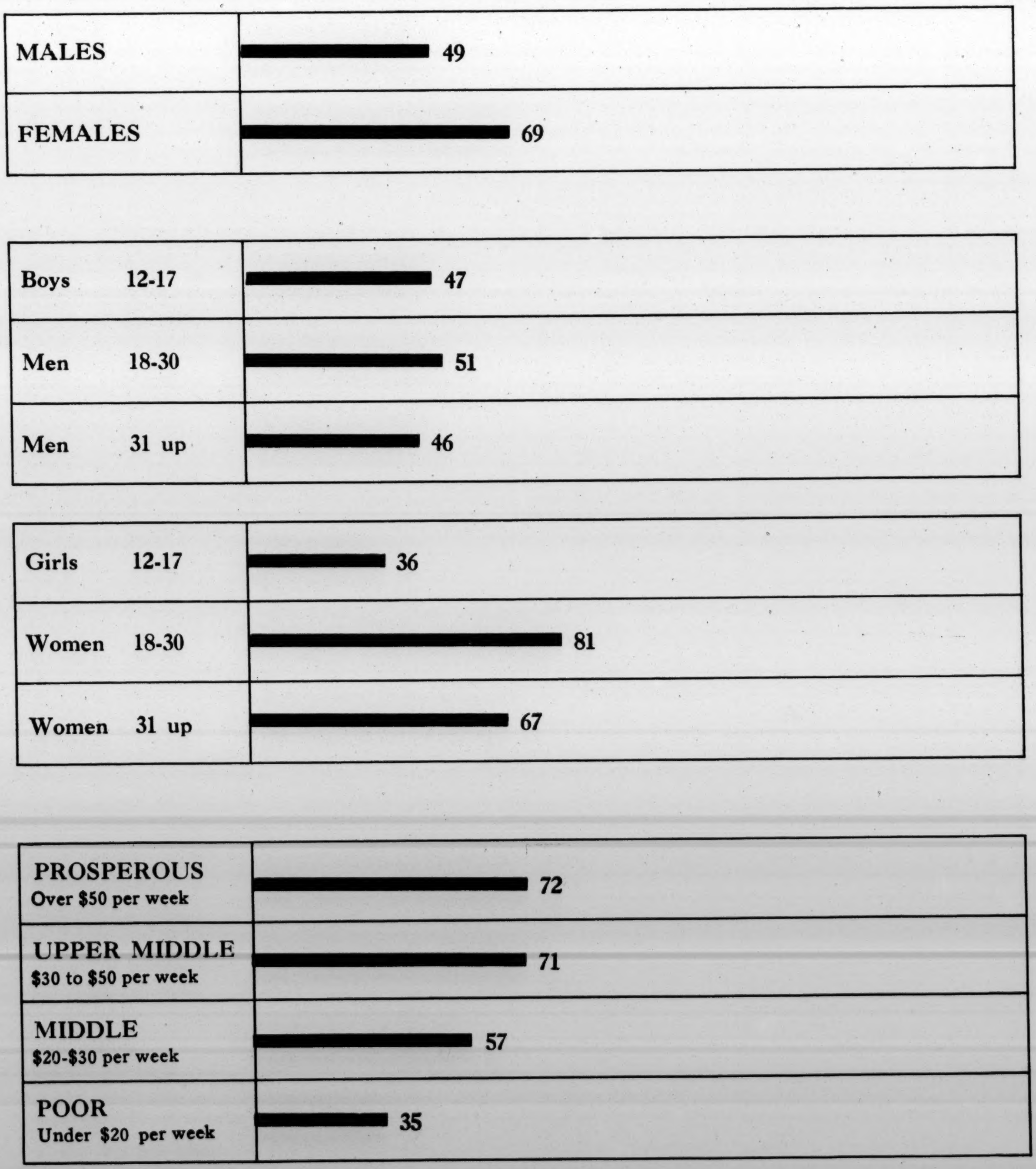


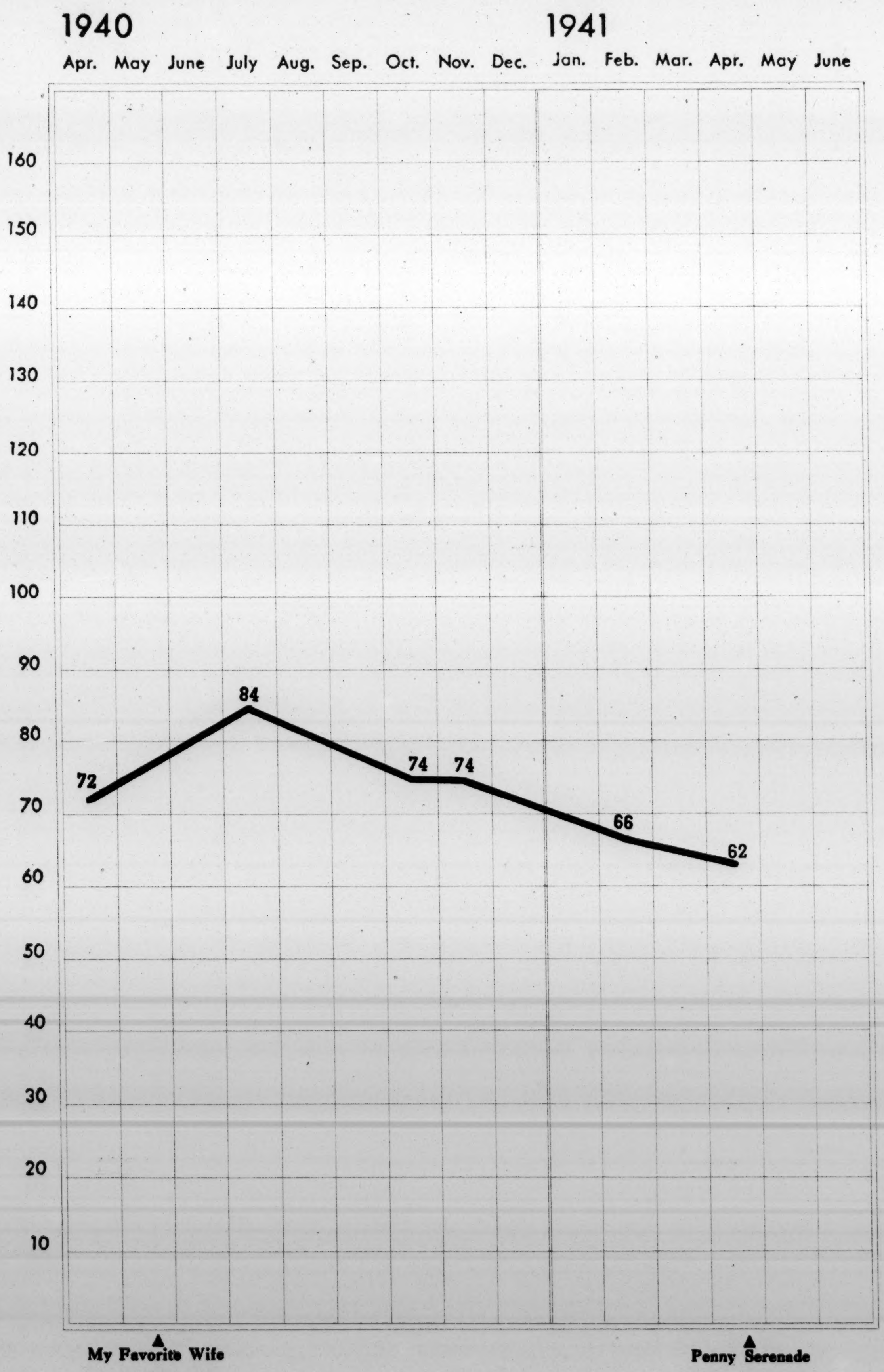


DOUGLAS, Melvyn 41st

DOUGLAS, Melvyn

February—April 1941

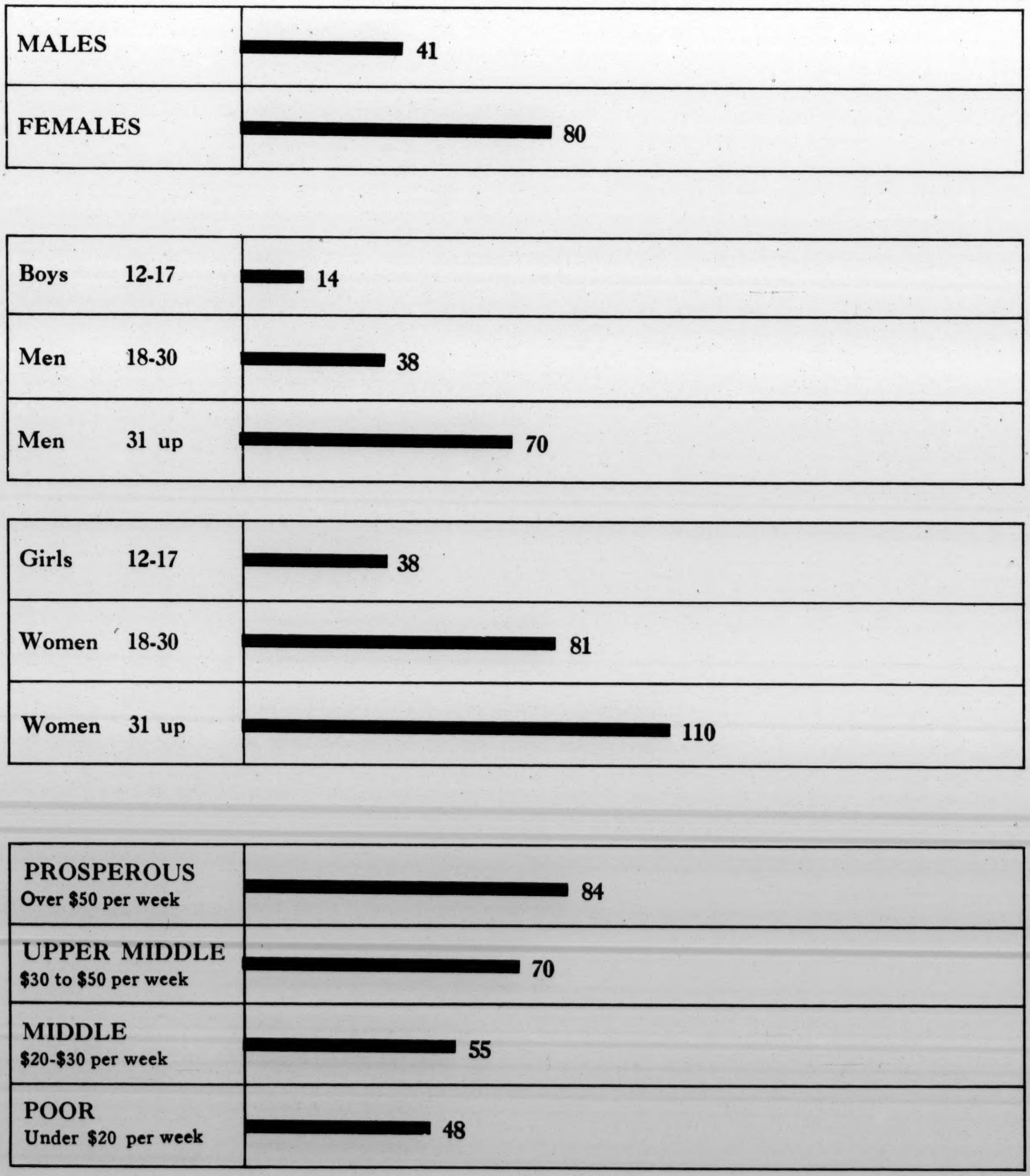


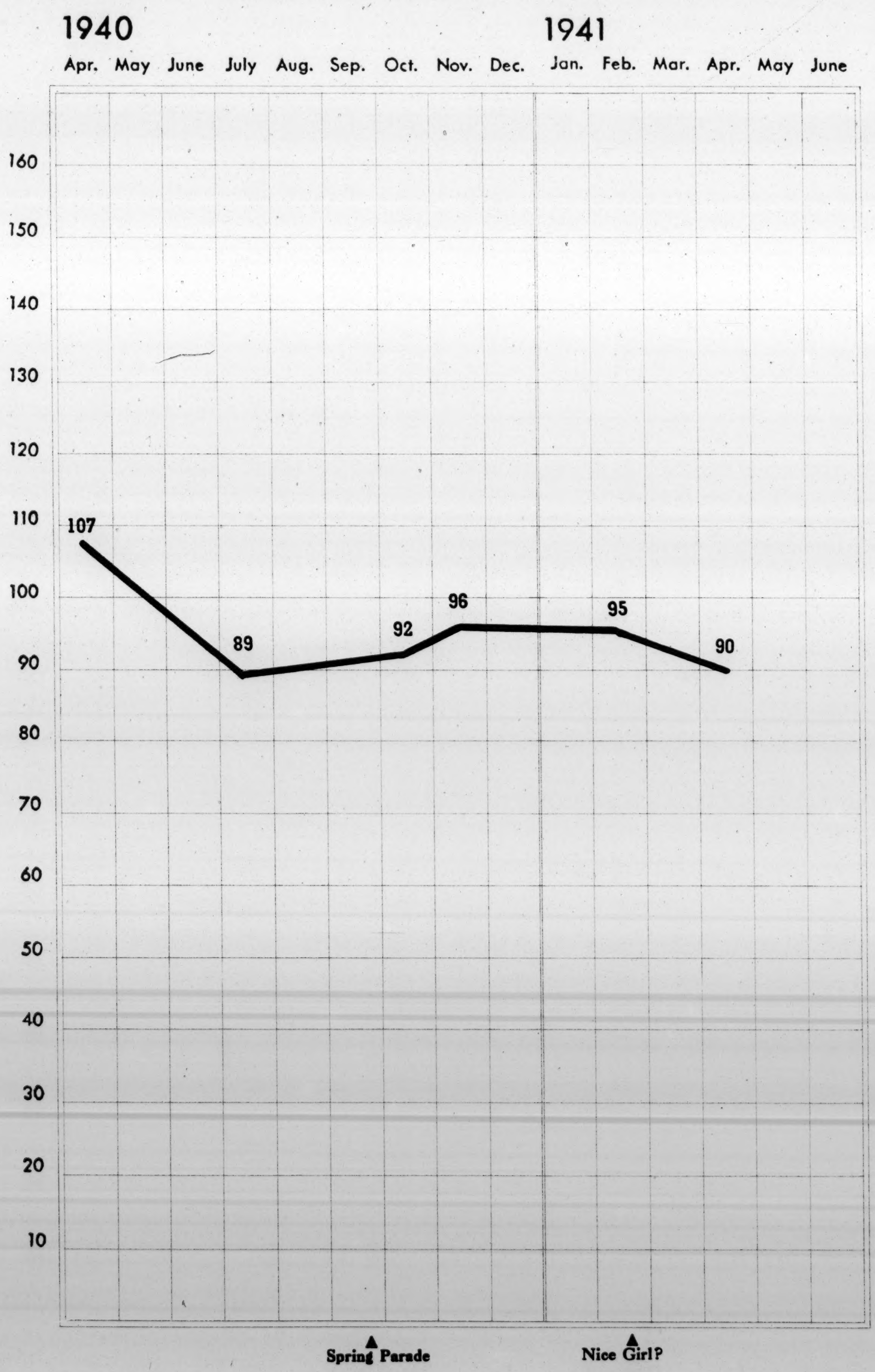


DUNNE, Irene 32nd

DUNNE, Irene

February—April 1941

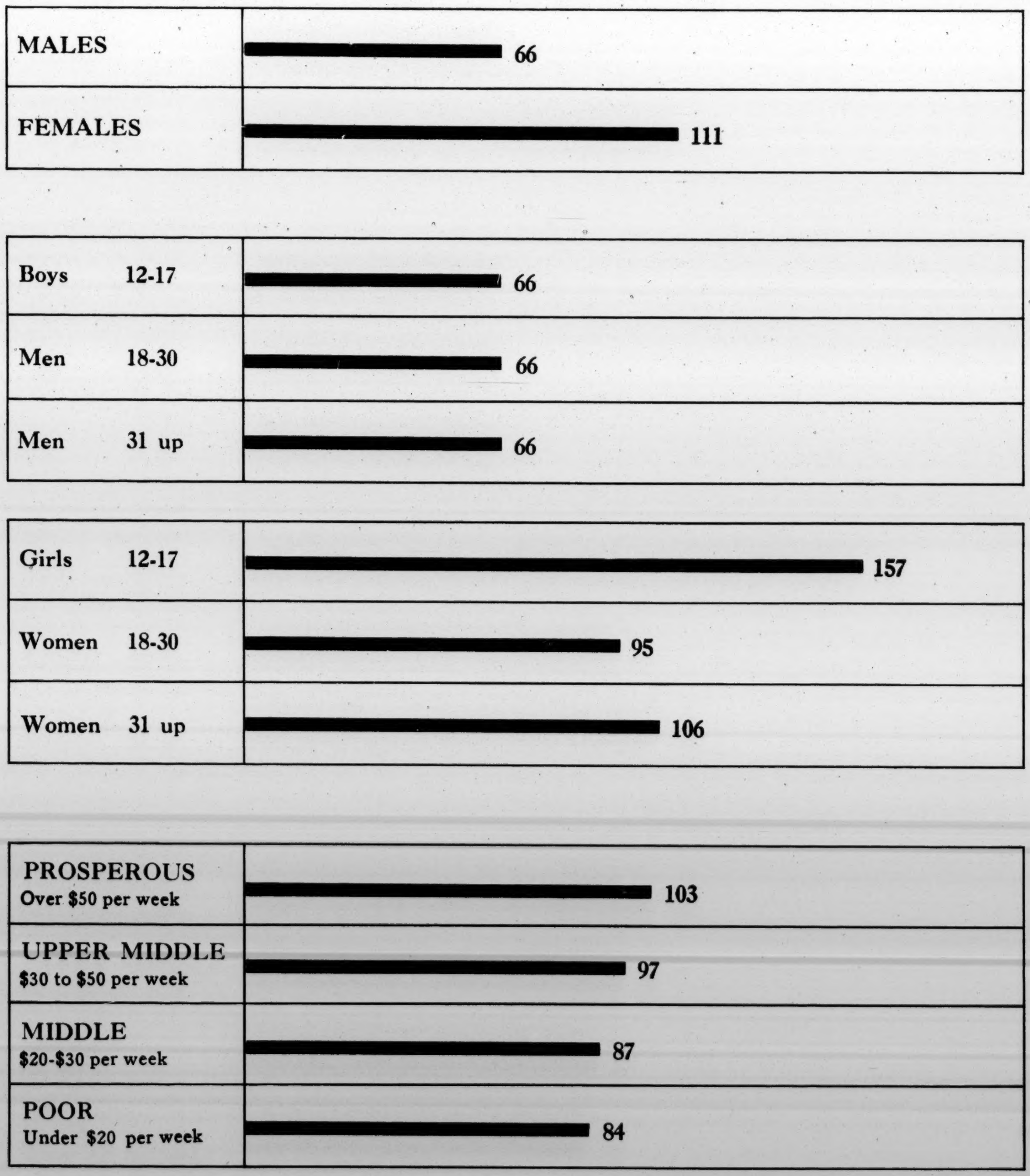


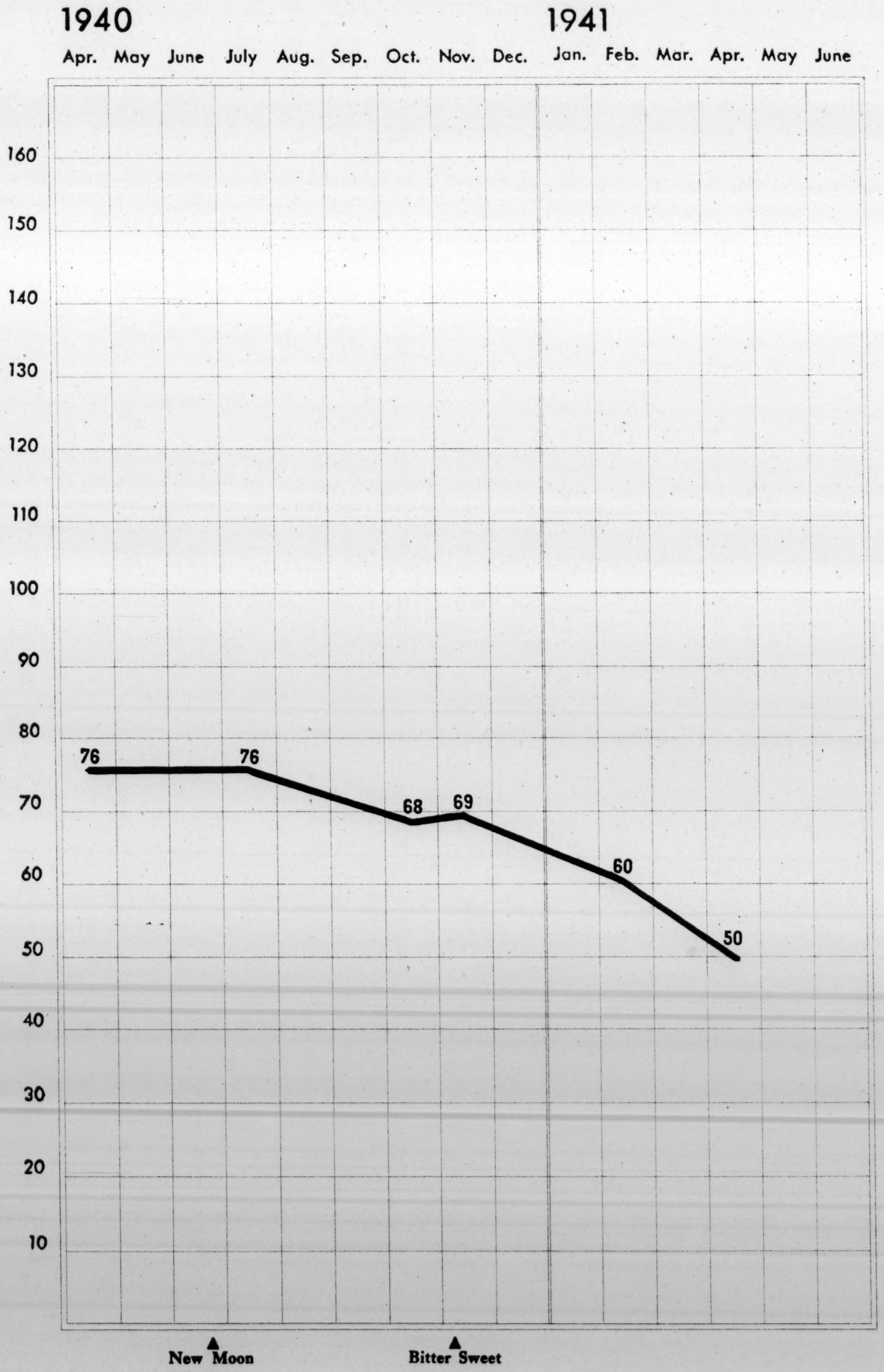


DURBIN, Deanna 11th

DURBIN, Deanna

February—April 1941

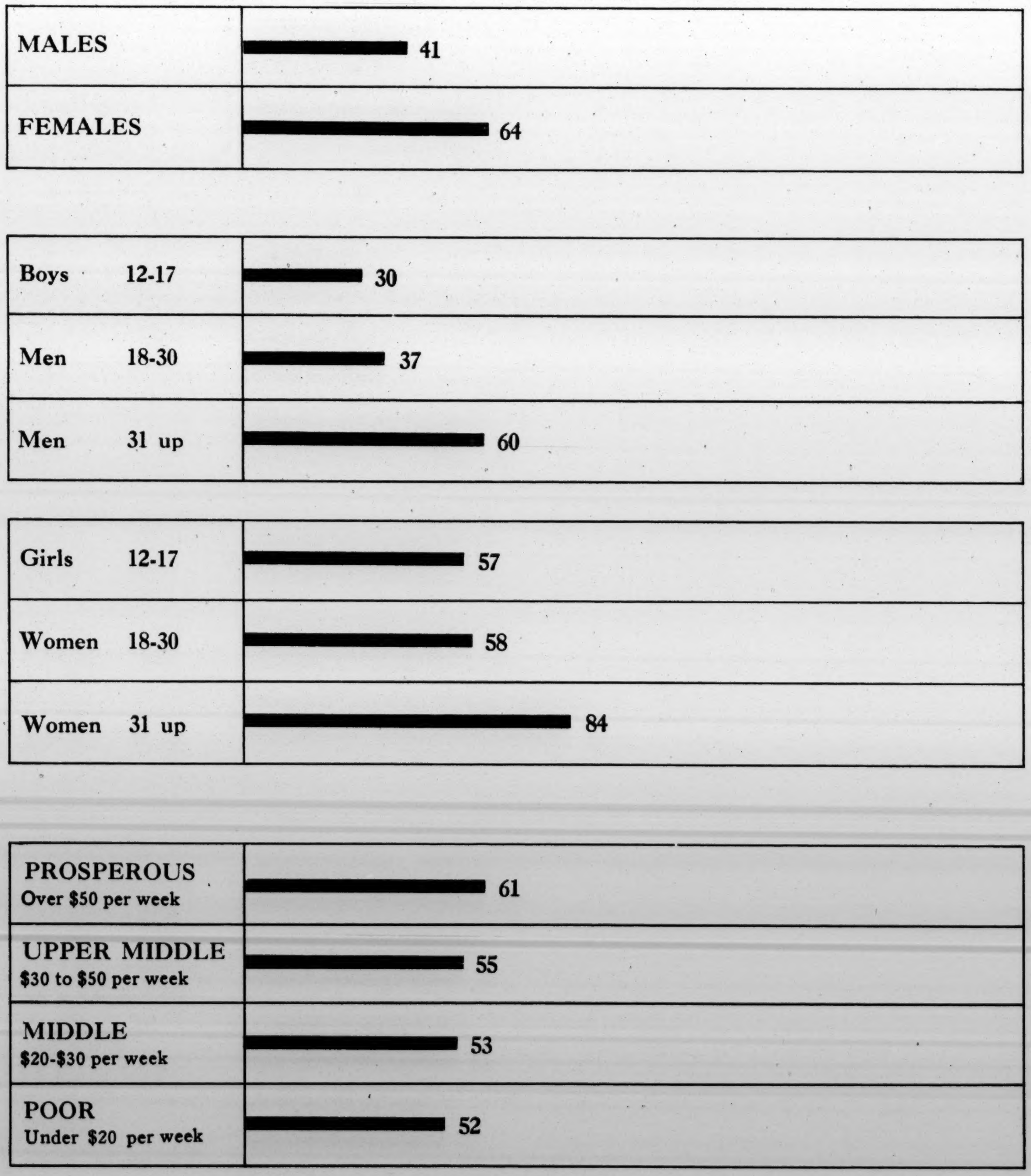


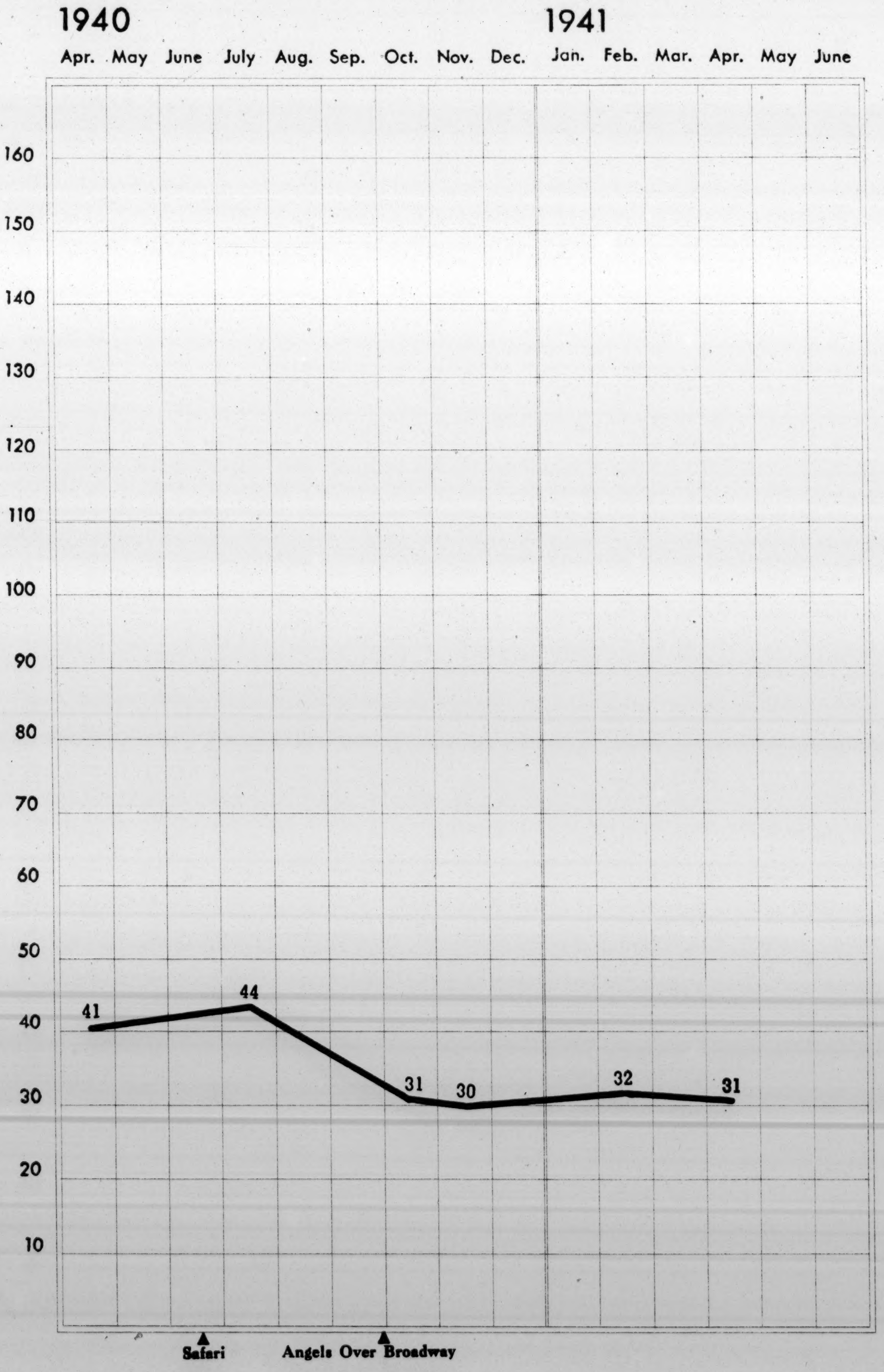


EDDY, Nelson 48th

EDDY, Nelson

February—April 1941

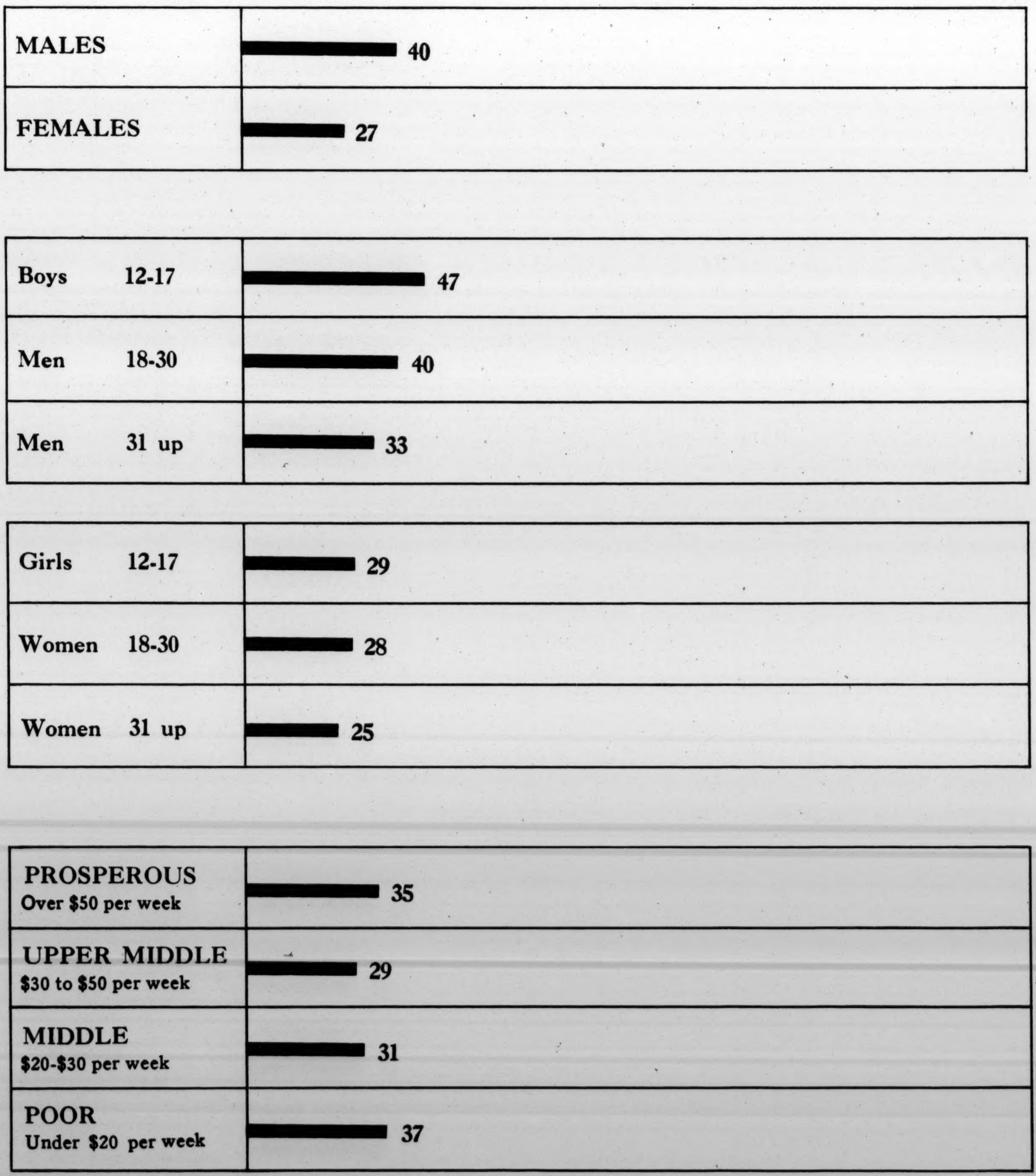


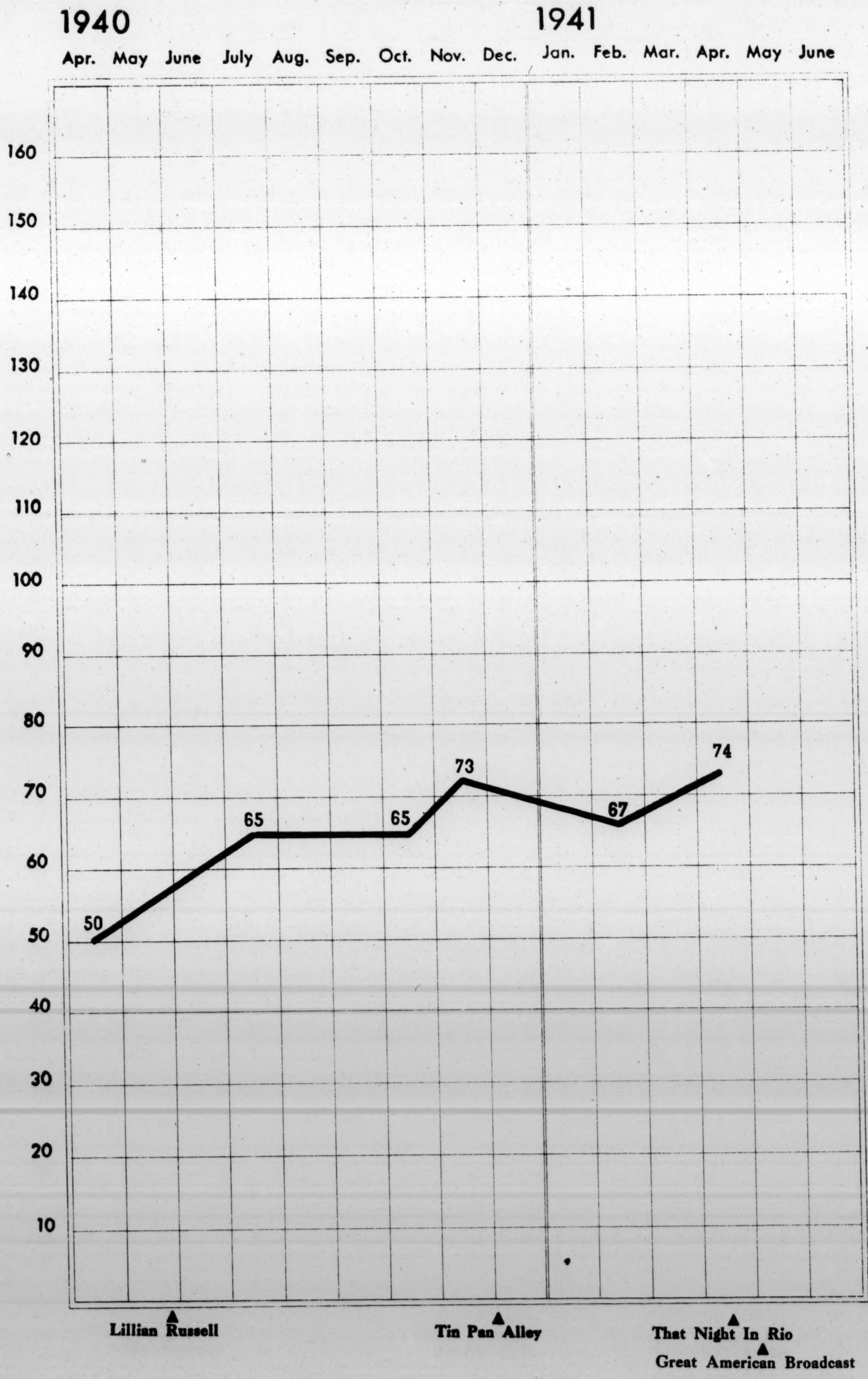


FAIRBANKS, Douglas, Jr. 74th

FAIRBANKS, Douglas, Jr.

February—April 1941

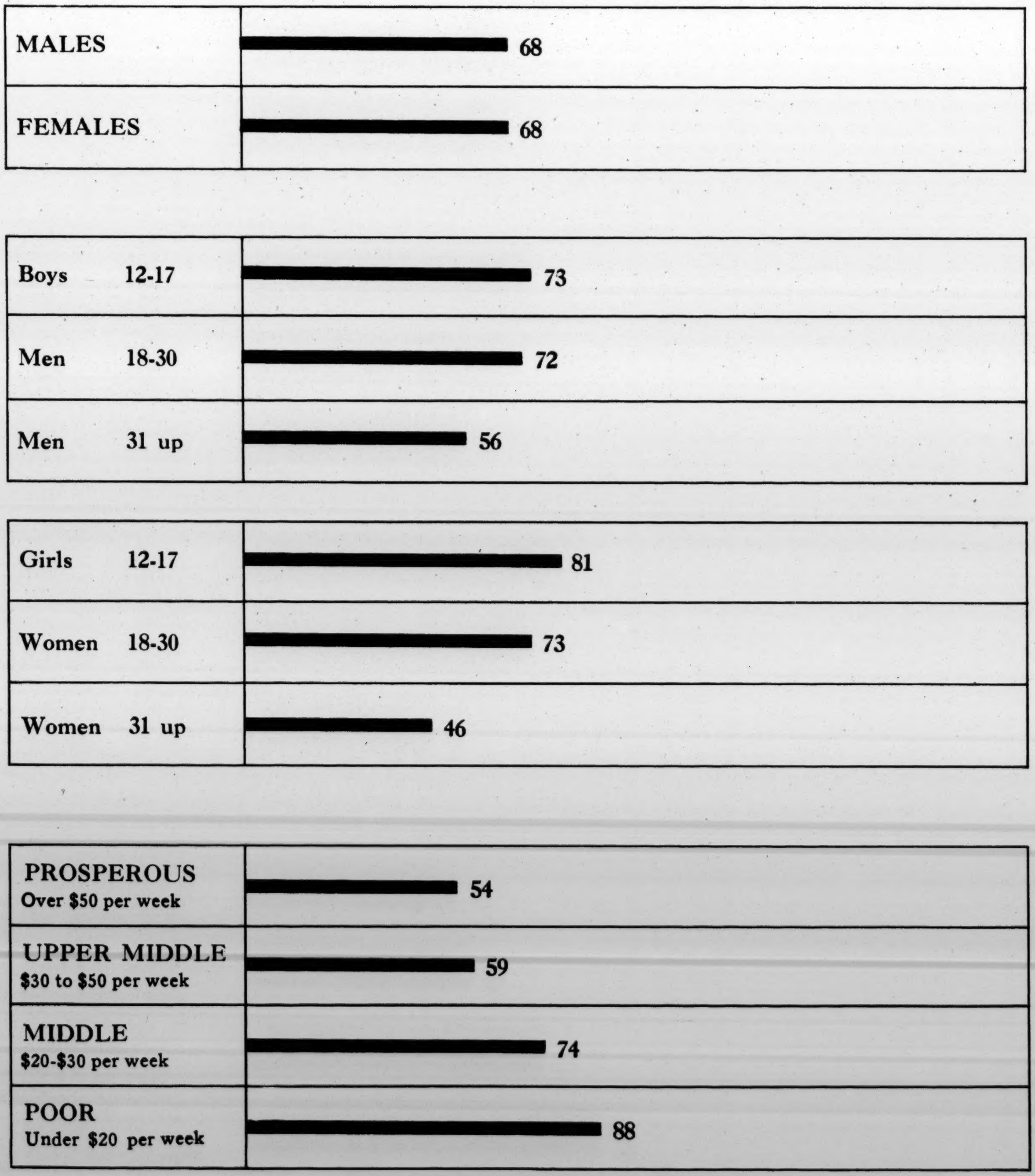


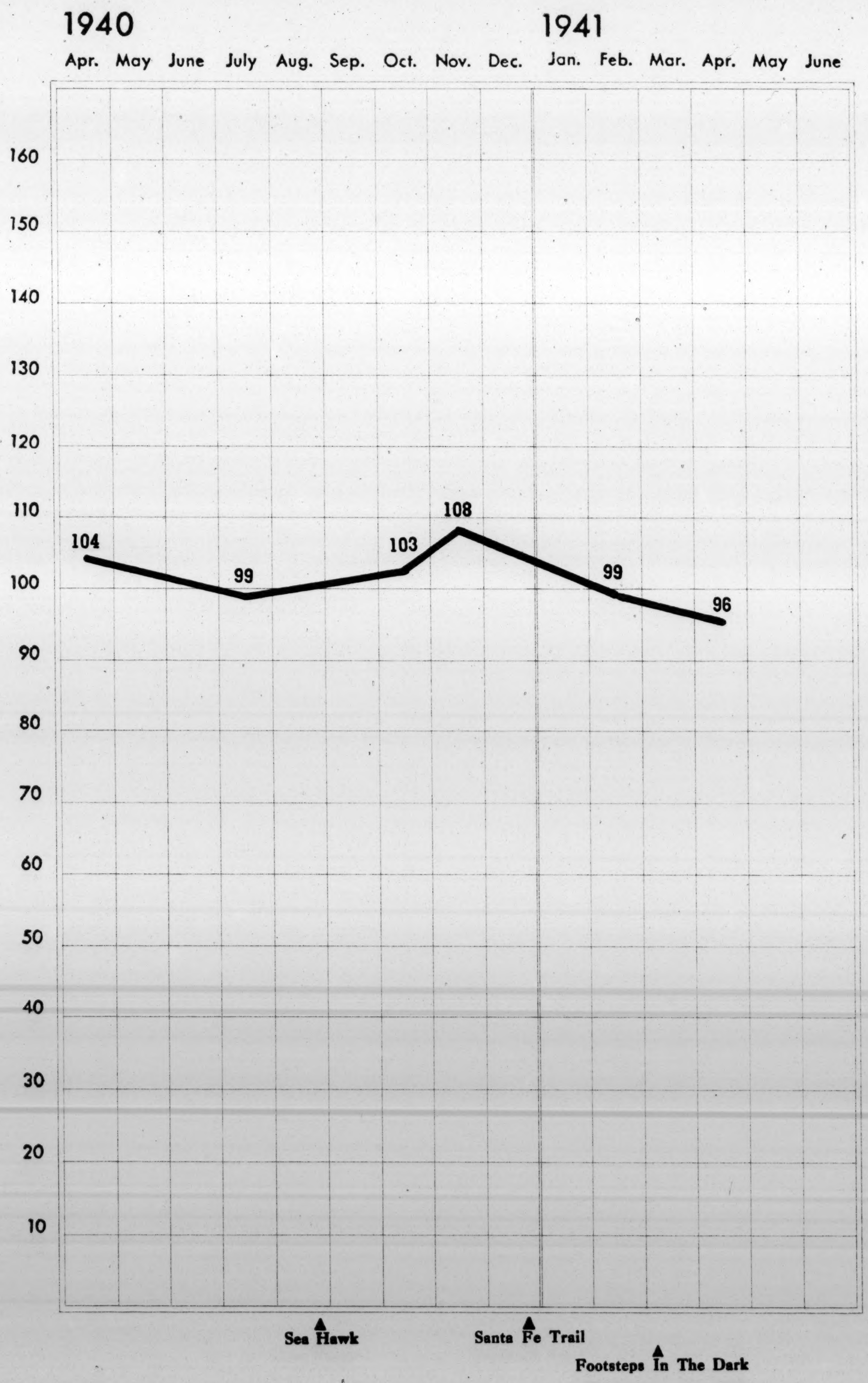


FAYE, Alice 16th

FAYE, Alice

February—April 1941

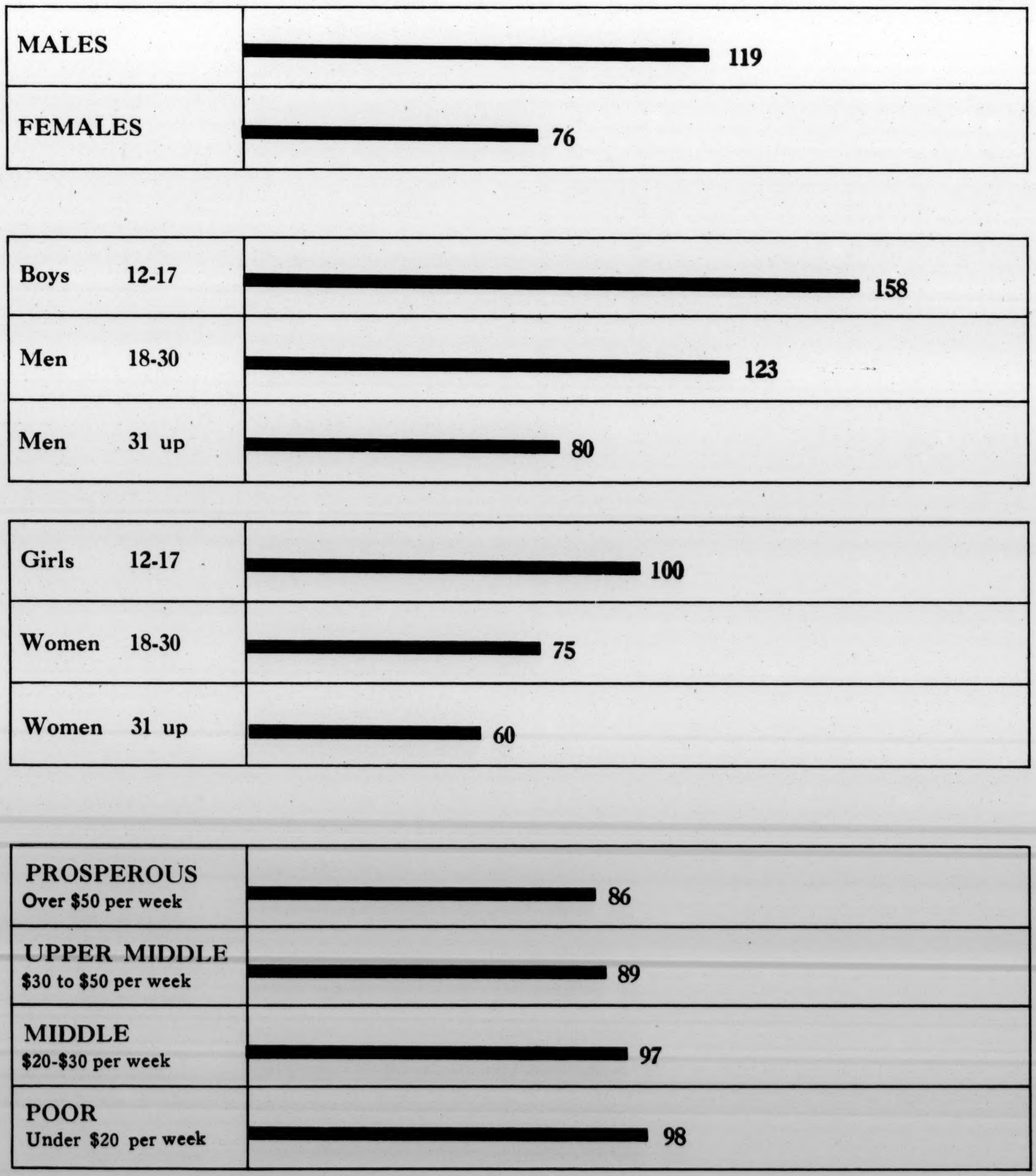


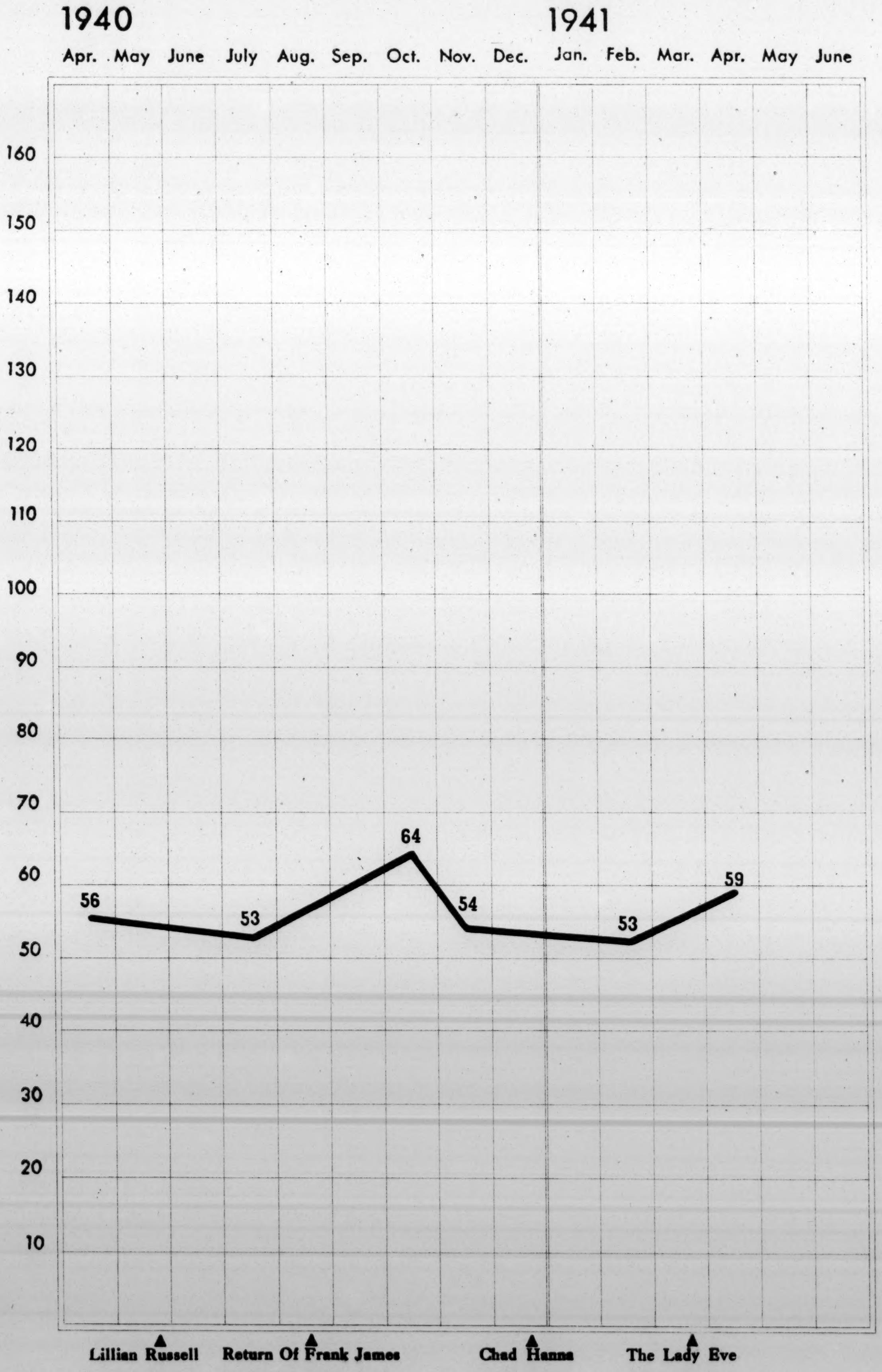


FLYNN, Errol 8th

FLYNN, Errol

February—April 1941

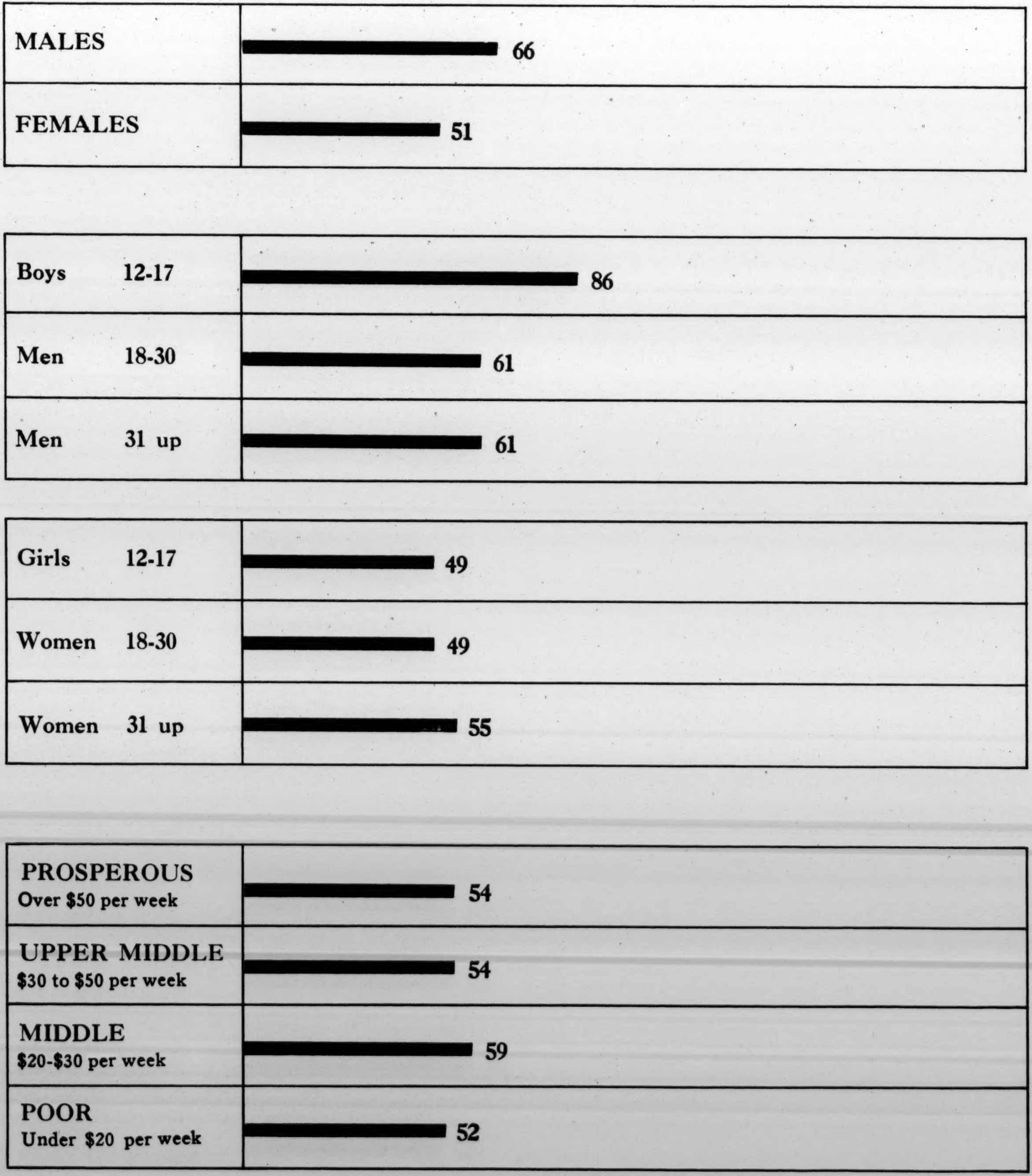


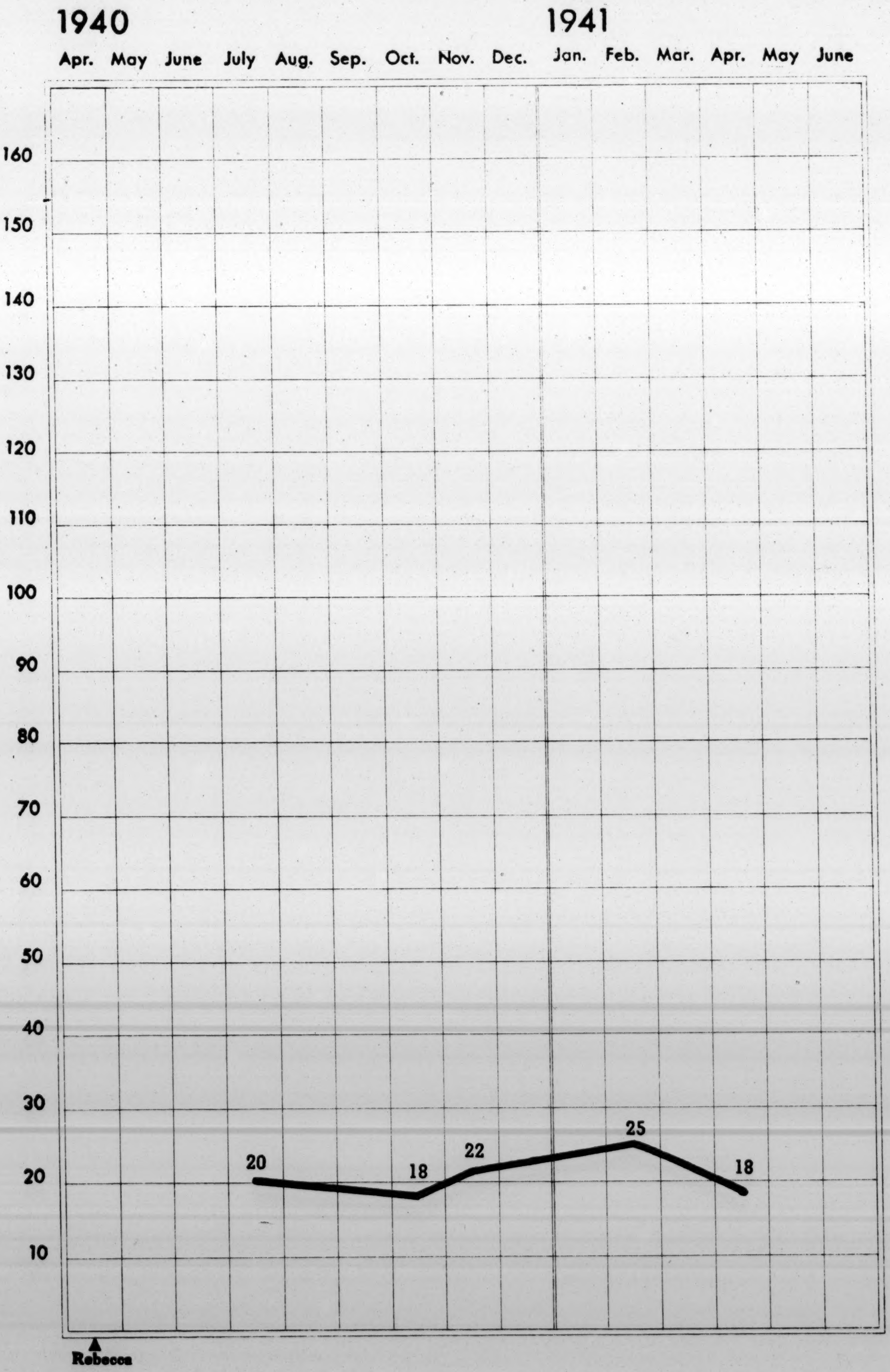


FONDA, Henry 39th

FONDA, Henry

February—April 1941





FONTAINE, Joan 101st

FONTAINE, Joan

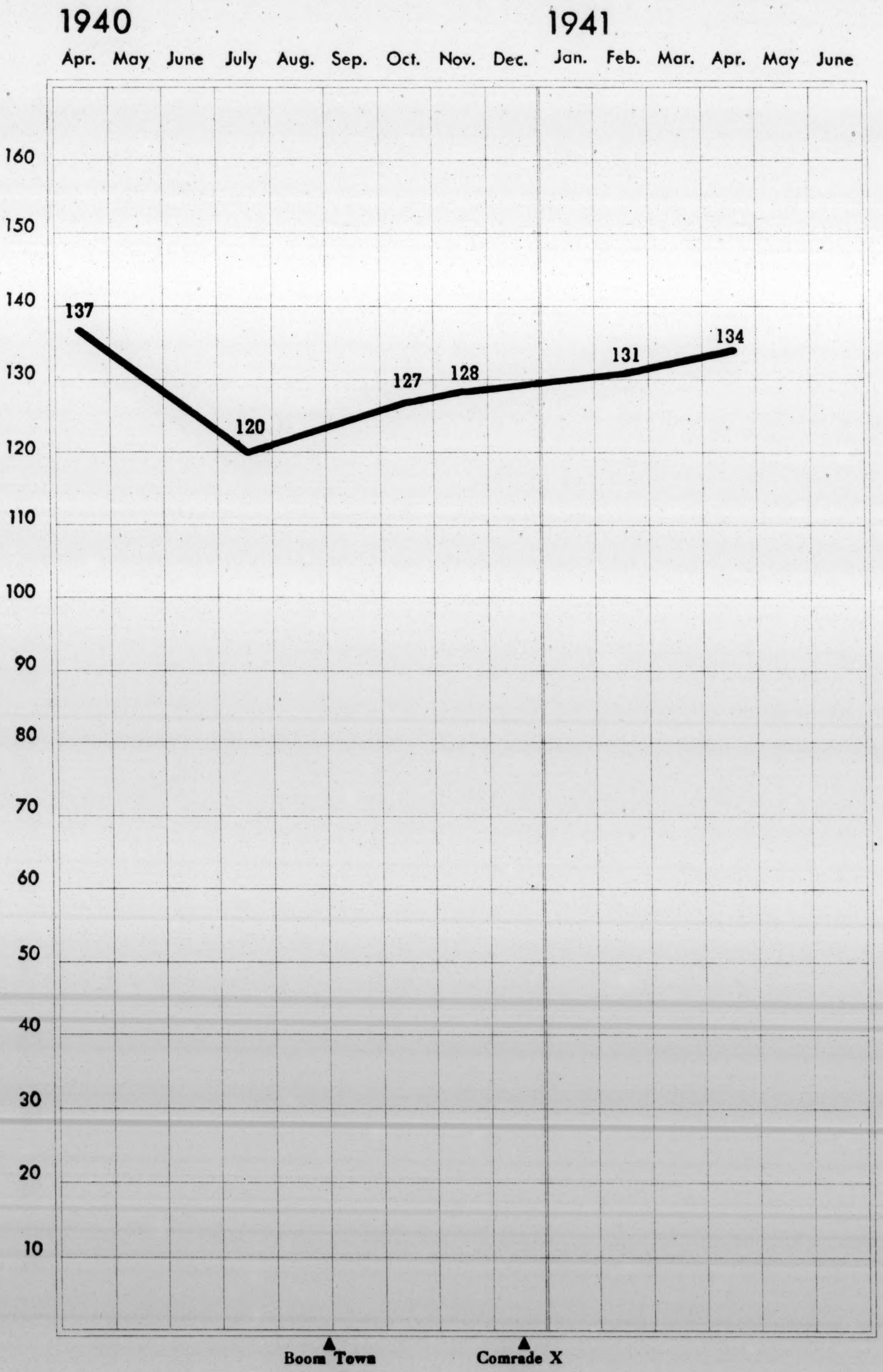
February—April 1941

MALES	13
FEMALES	27

Boys	12-17	6
Men	18-30	17
Men	31 up	13

Girls	12-17	23
Women	18-30	24
Women	31 up	35

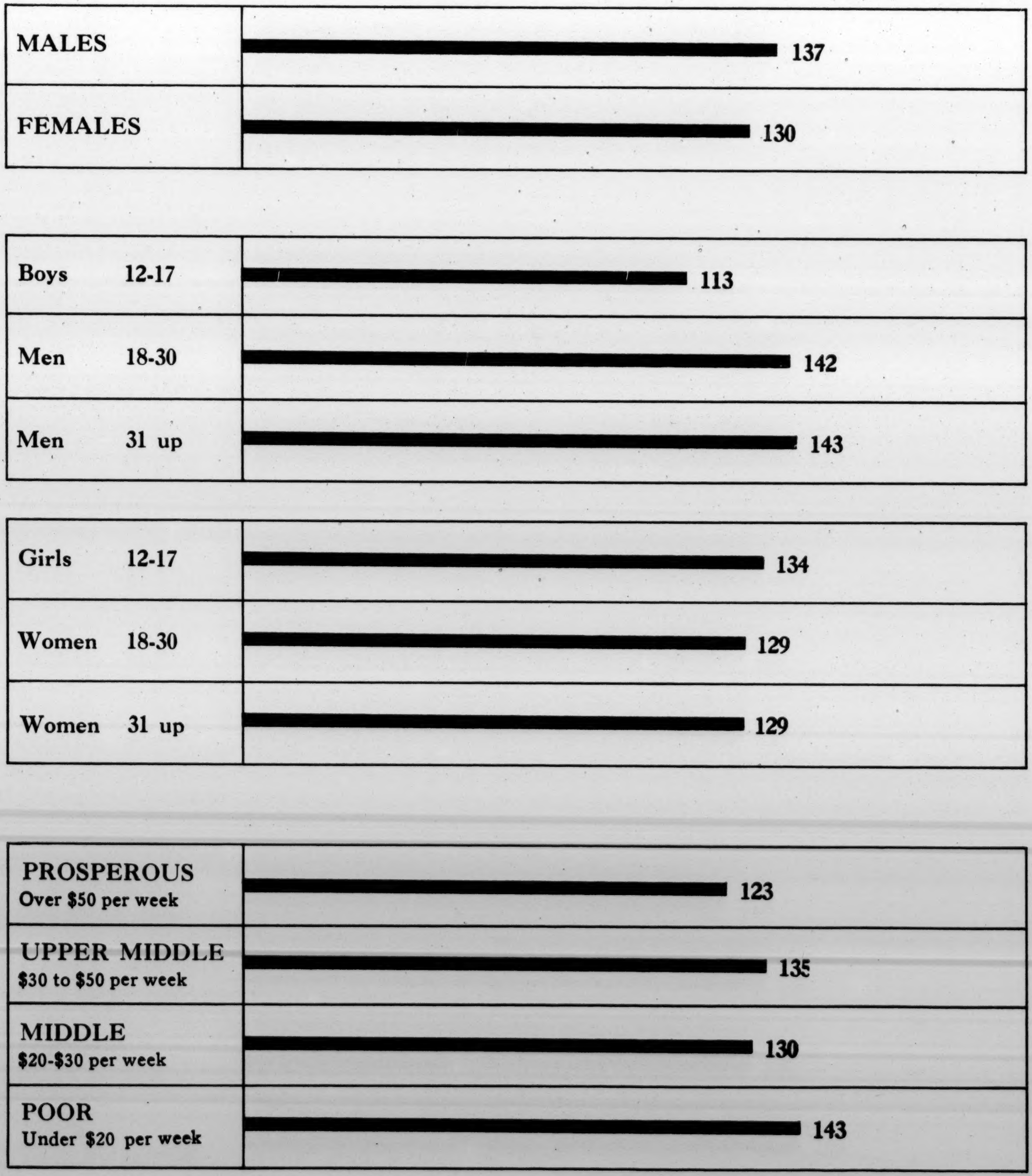
PROSPEROUS Over $50 per week	29
UPPER MIDDLE $30 to $50 per week	20
MIDDLE $20-$30 per week	15
POOR Under $20 per week	9

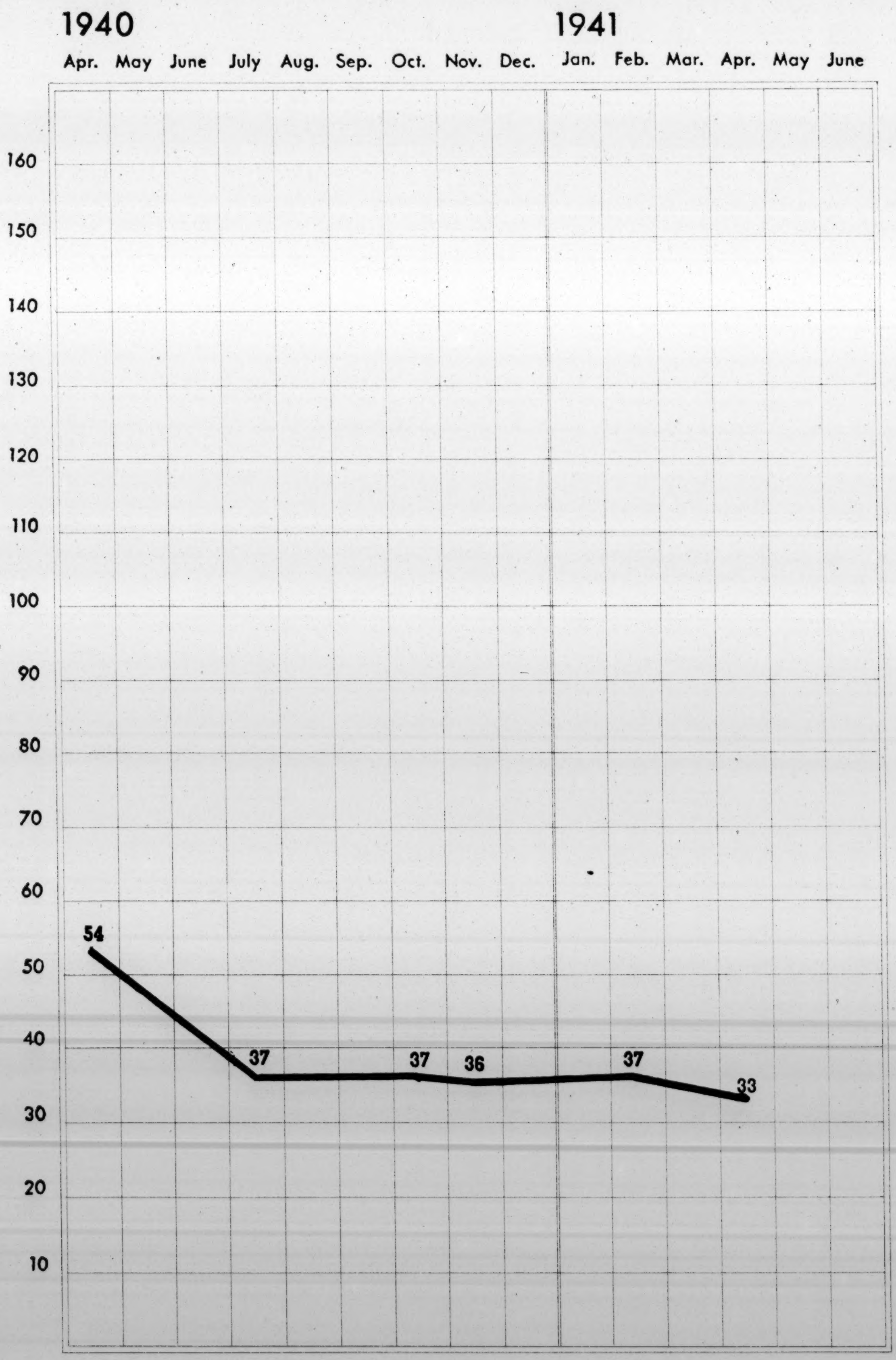


GABLE, Clark 5th

GABLE, Clark

February—April 1941

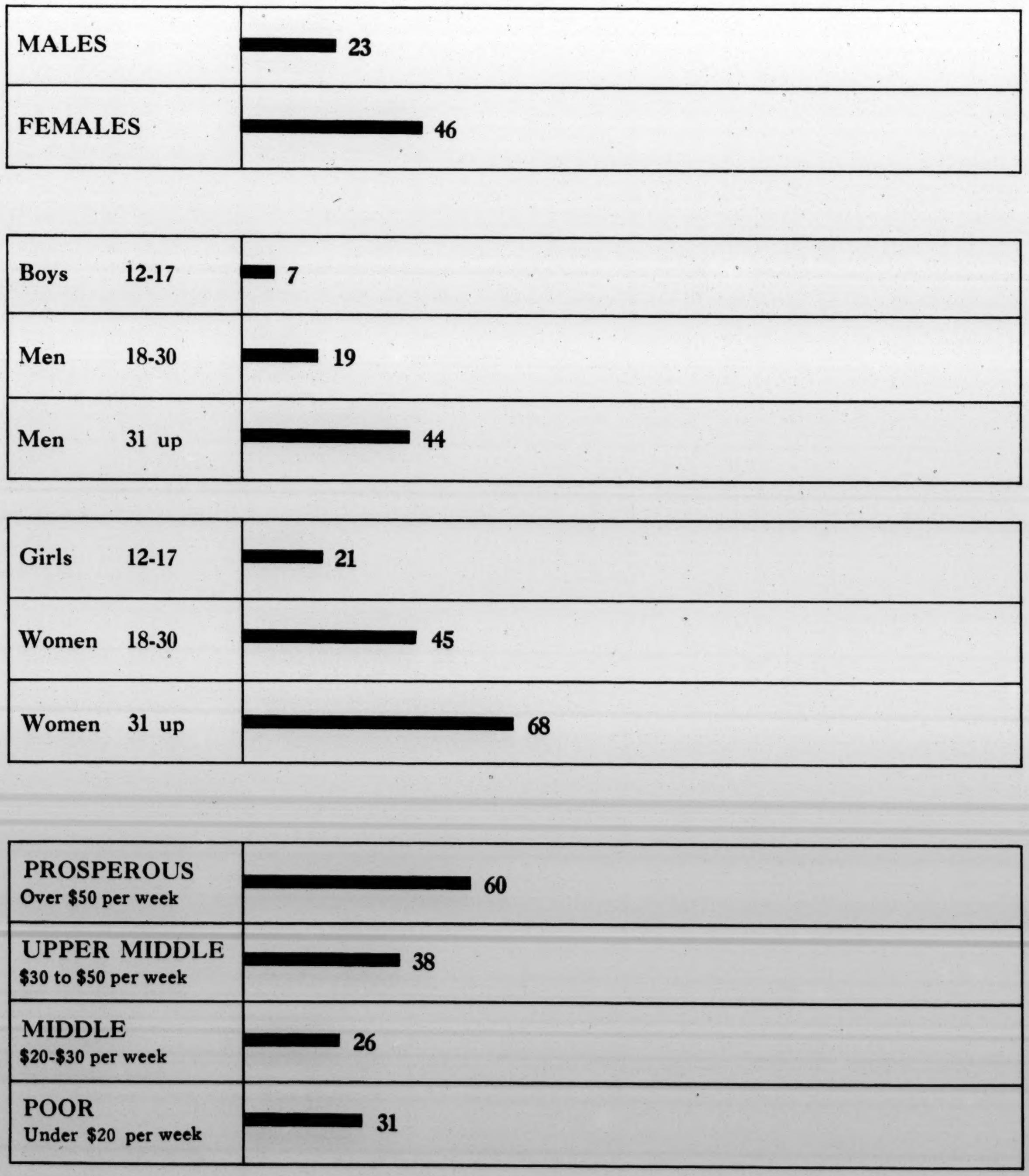


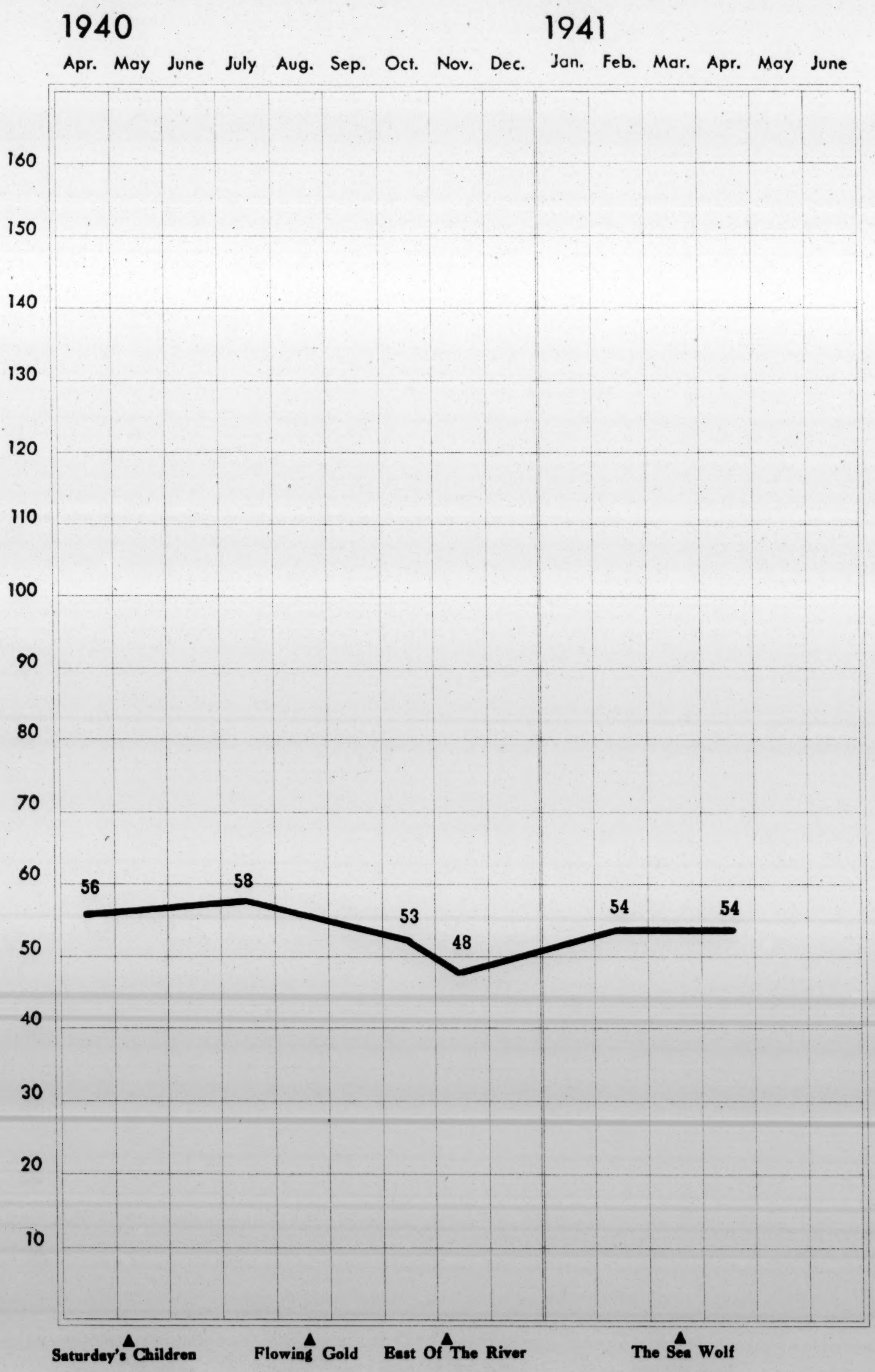


GARBO, Greta 65th

GARBO, Greta

February—April 1941

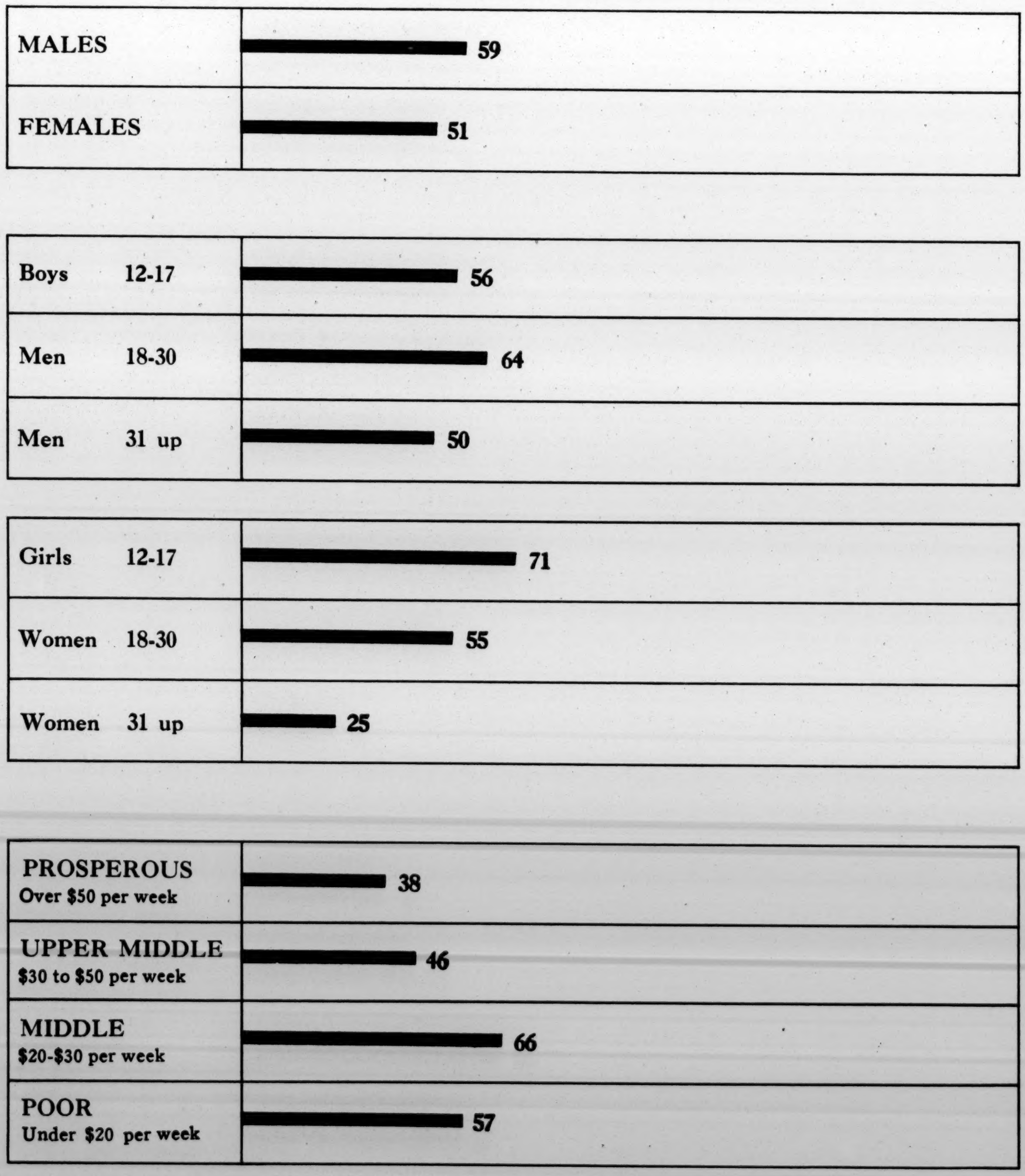


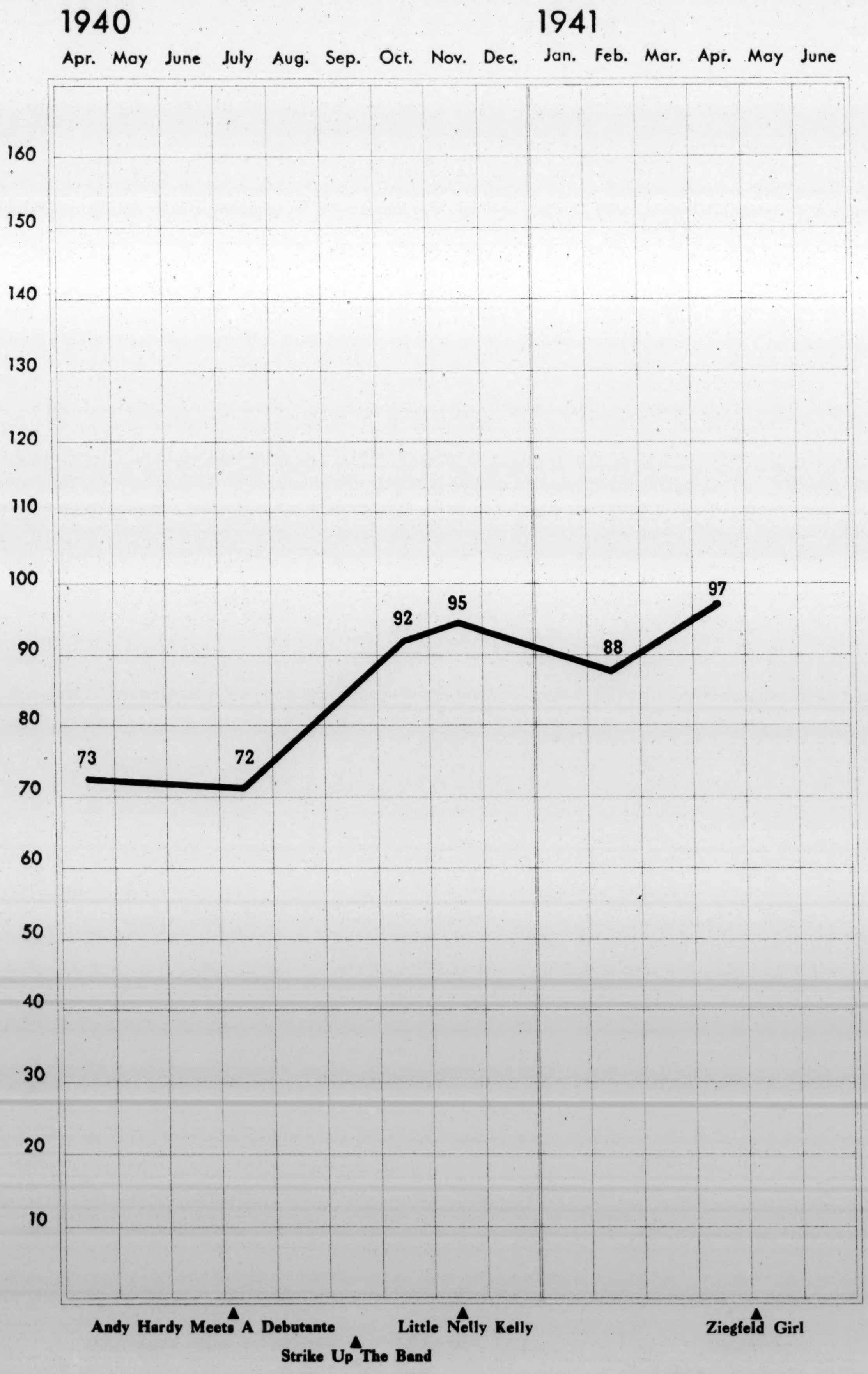


GARFIELD, John 42nd

GARFIELD, John

February—April 1941

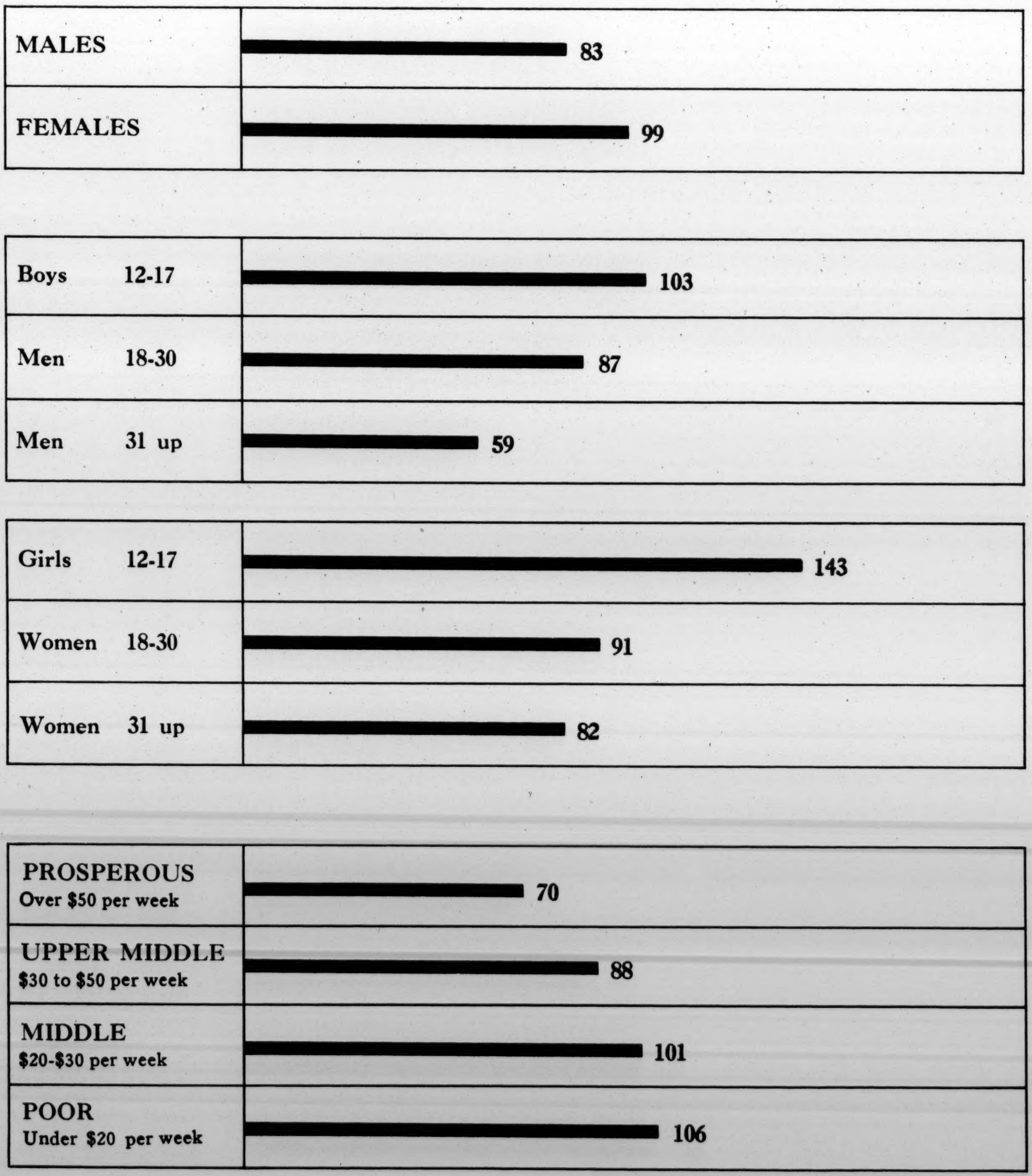


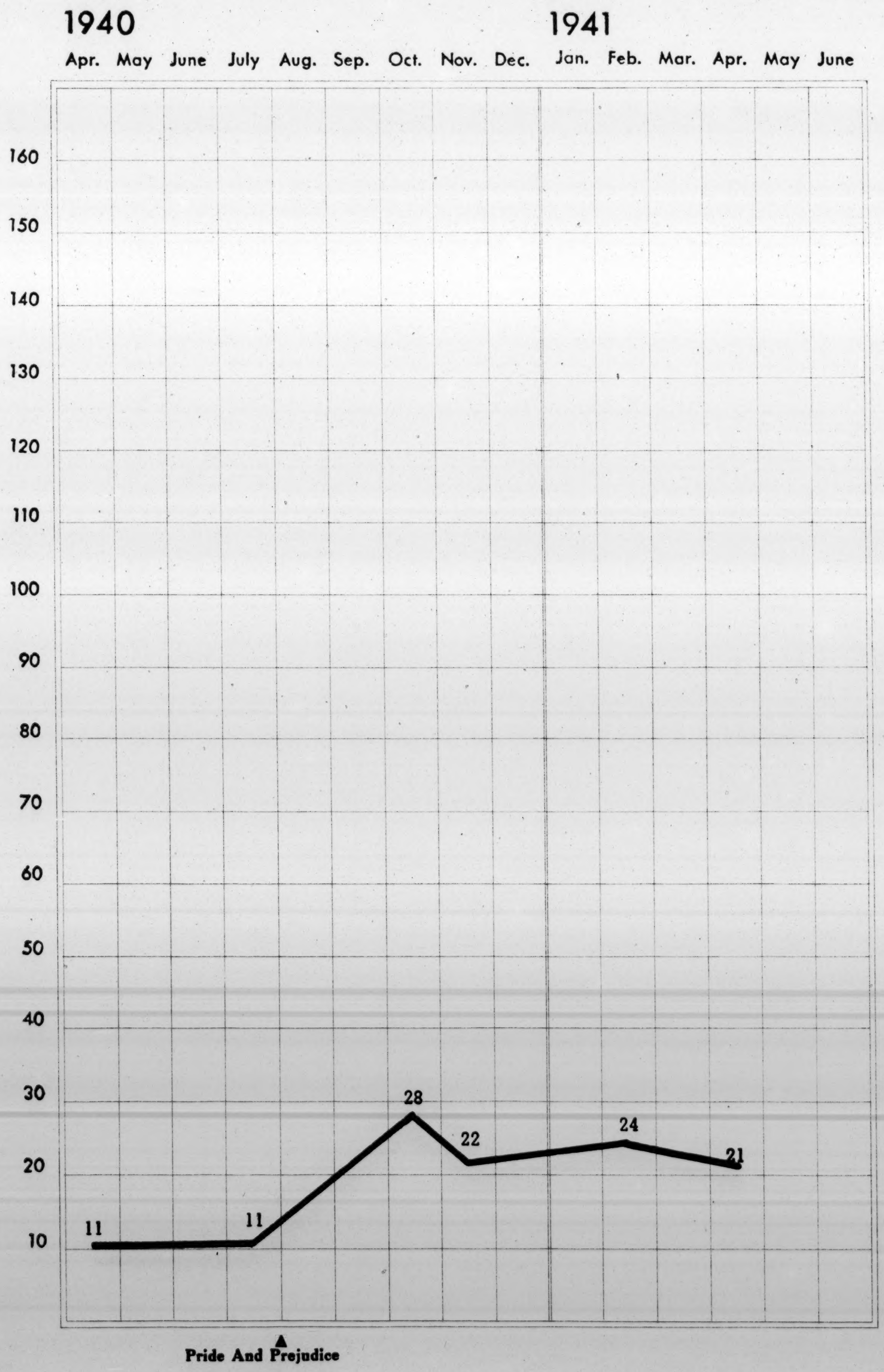


GARLAND, Judy 7th

GARLAND, Judy

February—April 1941

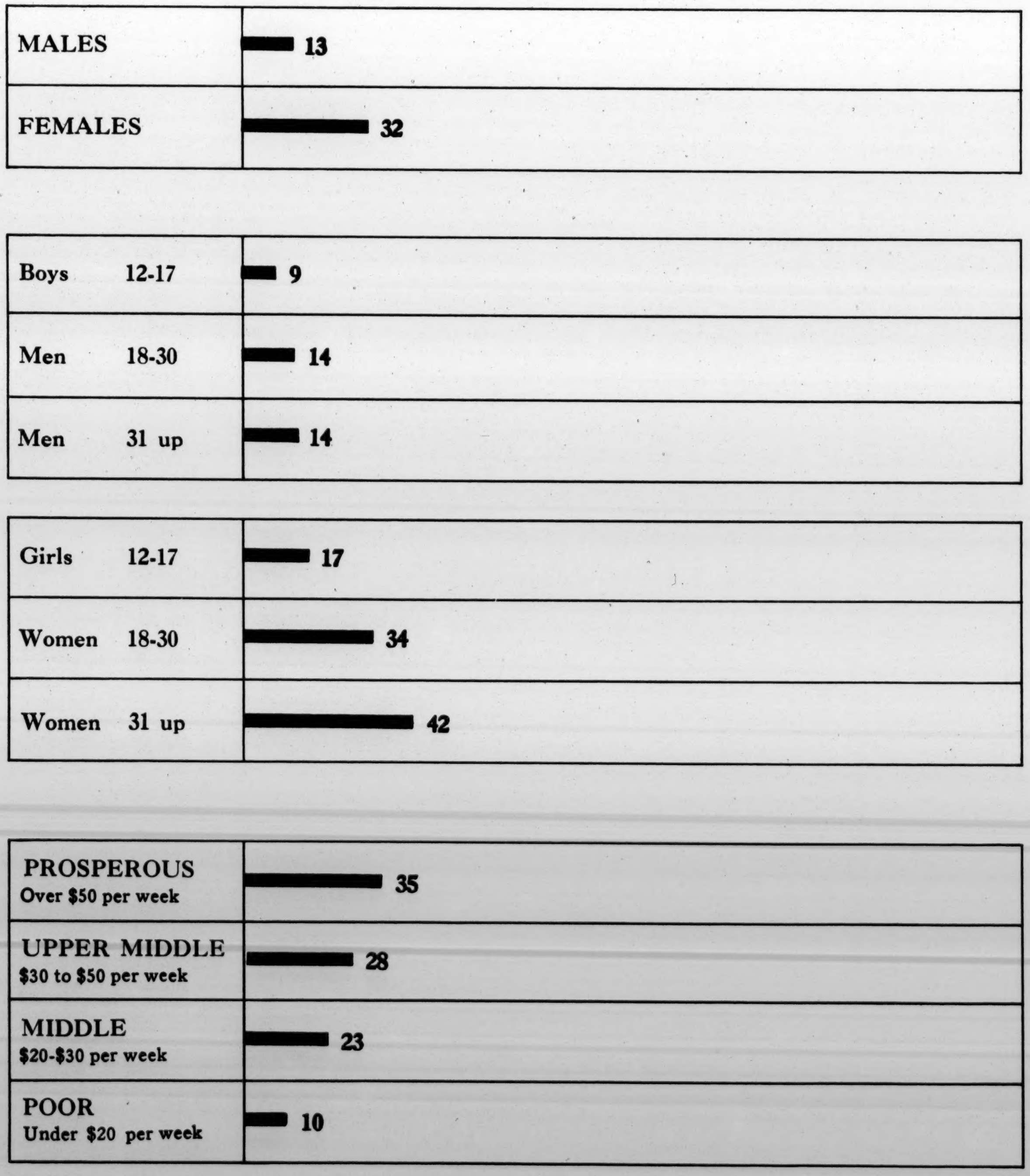


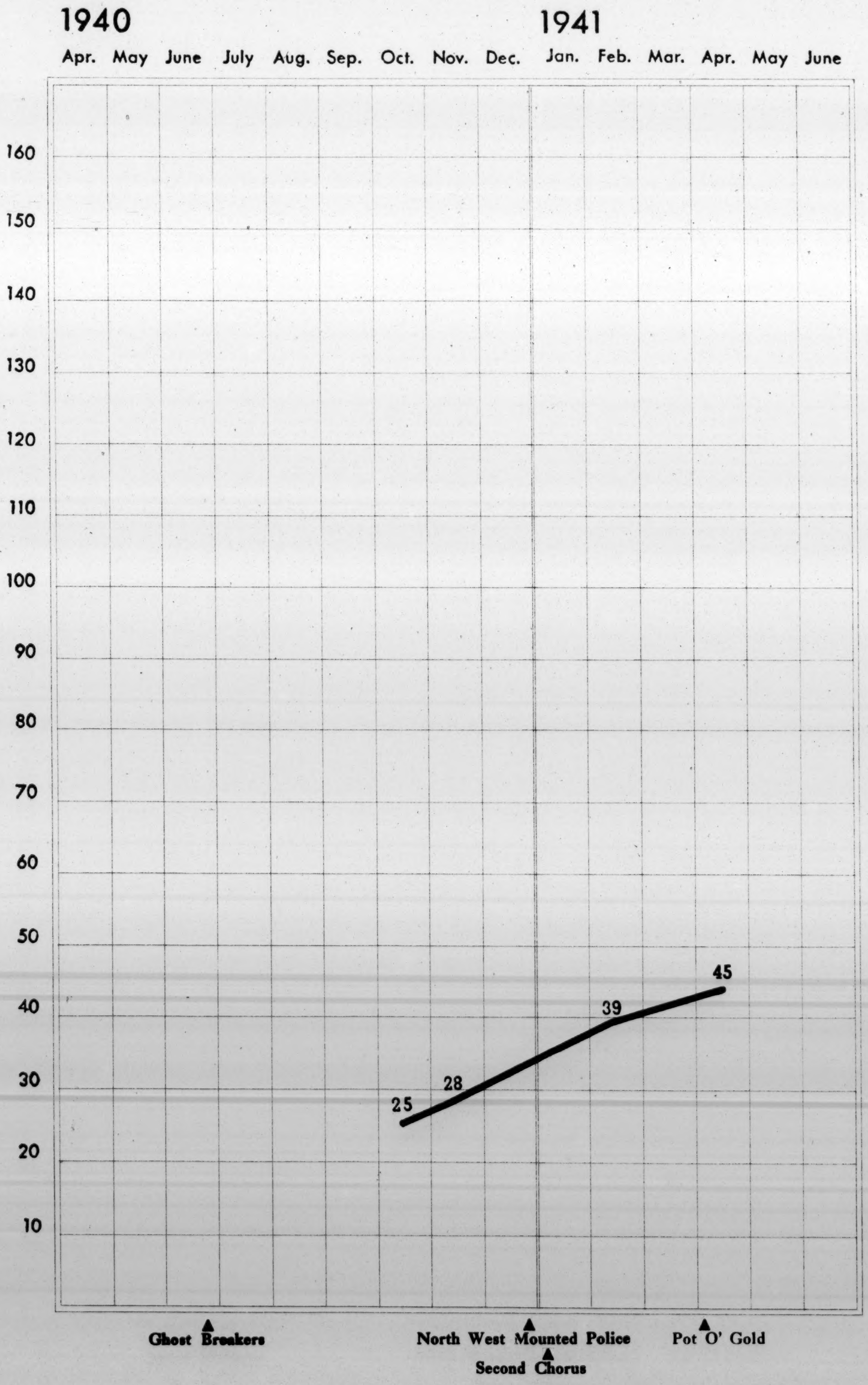


GARSON, Greer 93rd

GARSON, Greer

February—April 1941

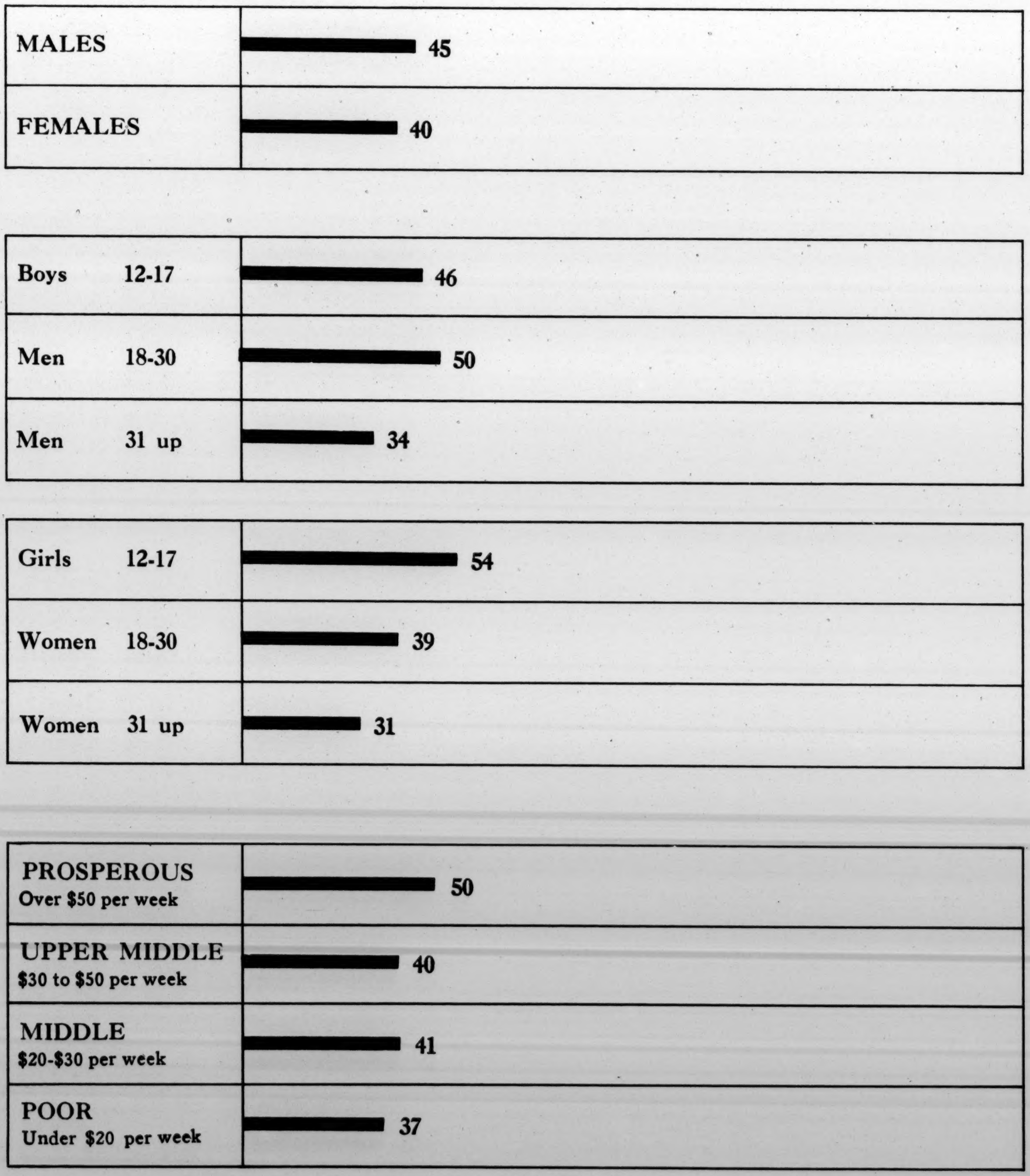


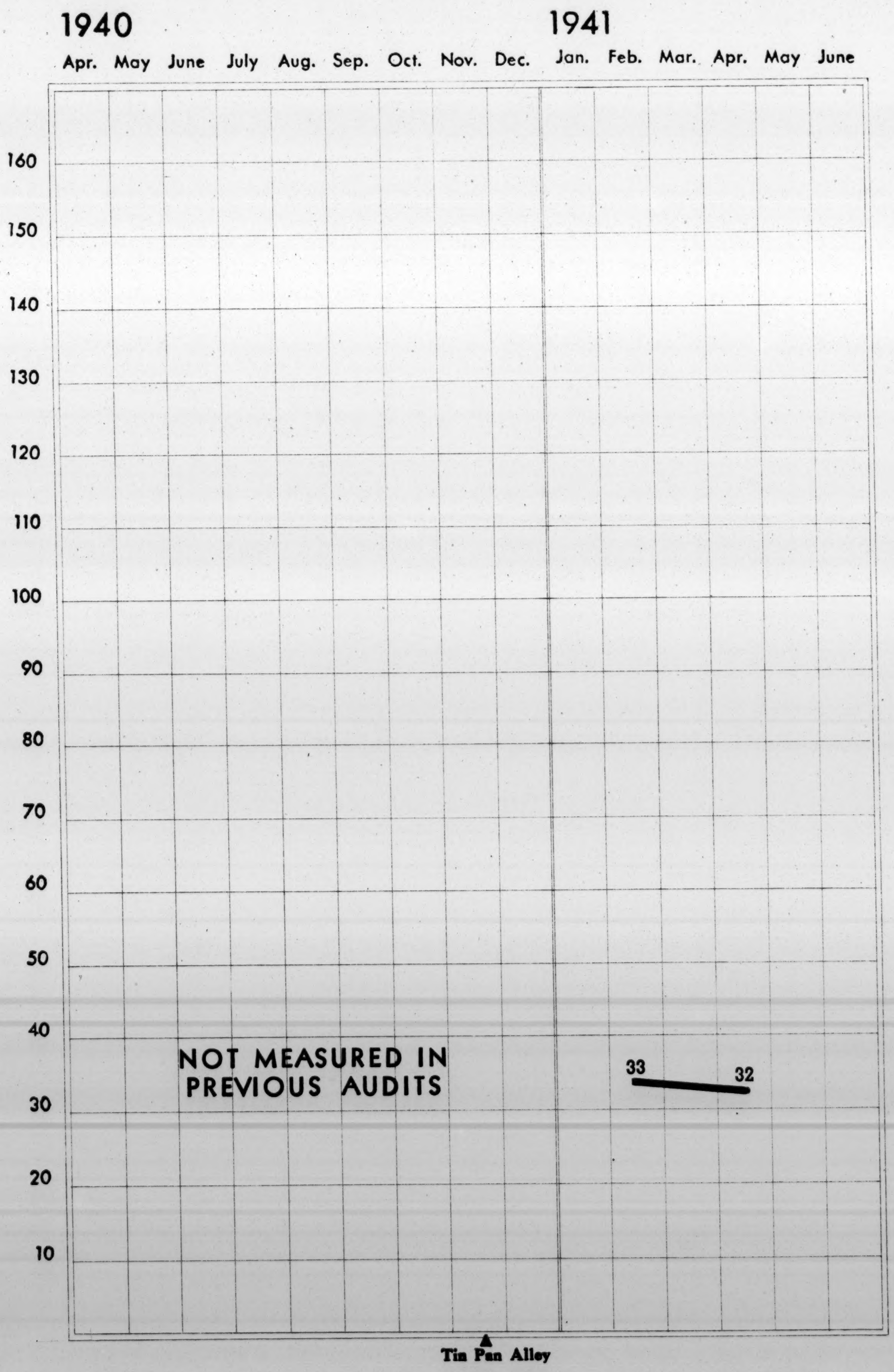


GODDARD, Paulette 56th

GODDARD, Paulette

February—April 1941

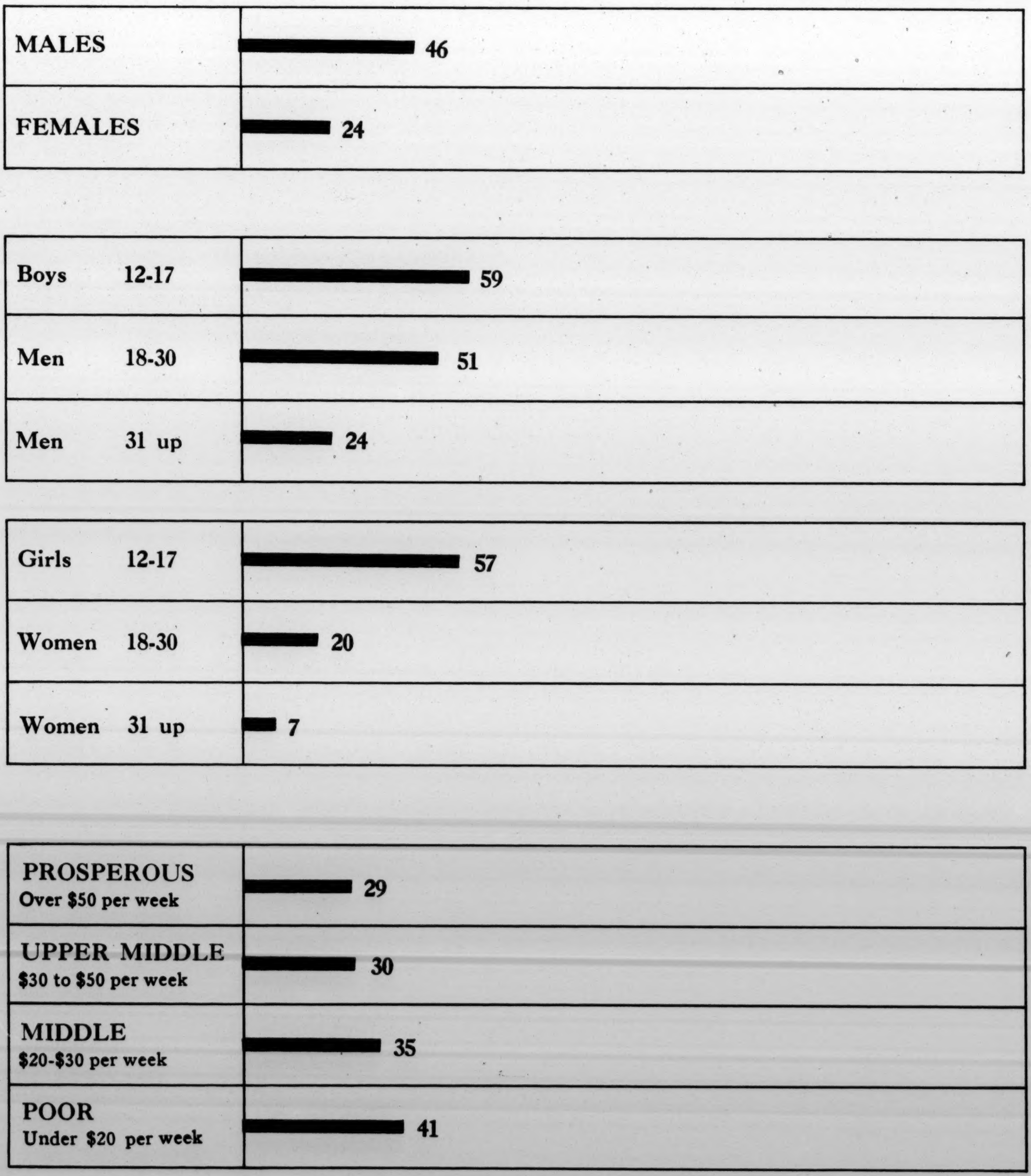


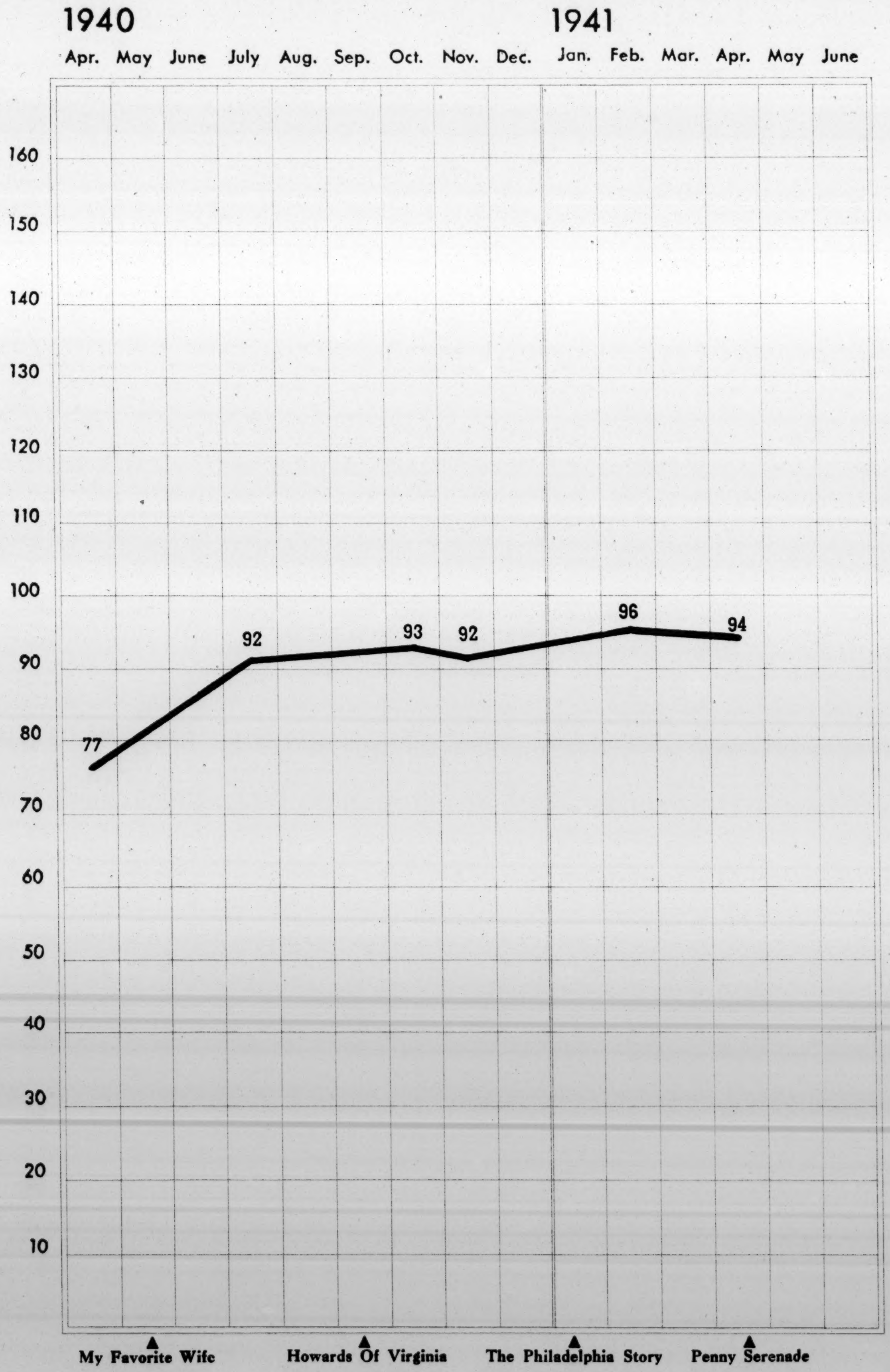


GRABLE, Betty 68th

GRABLE, Betty

February—April 1941

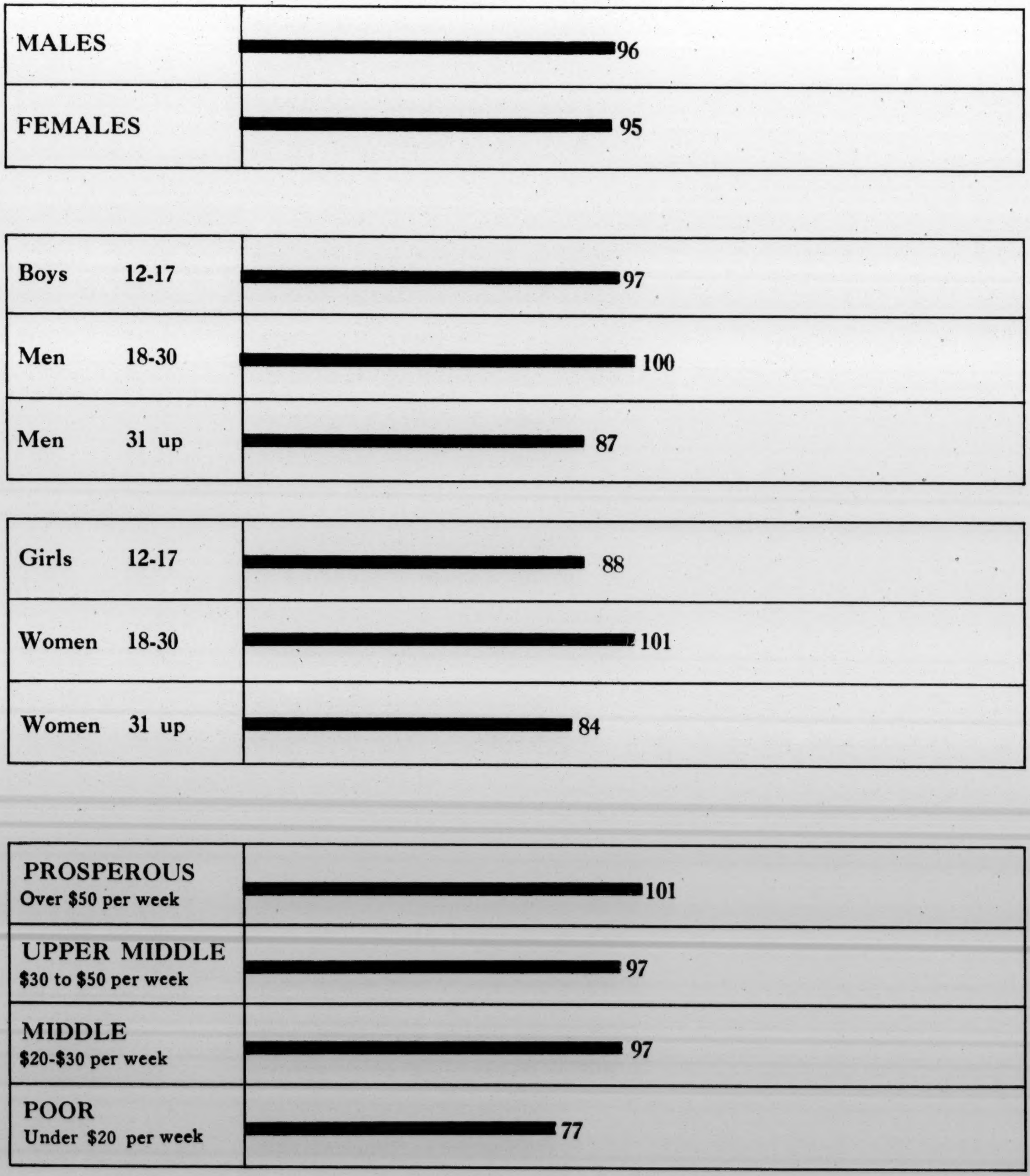


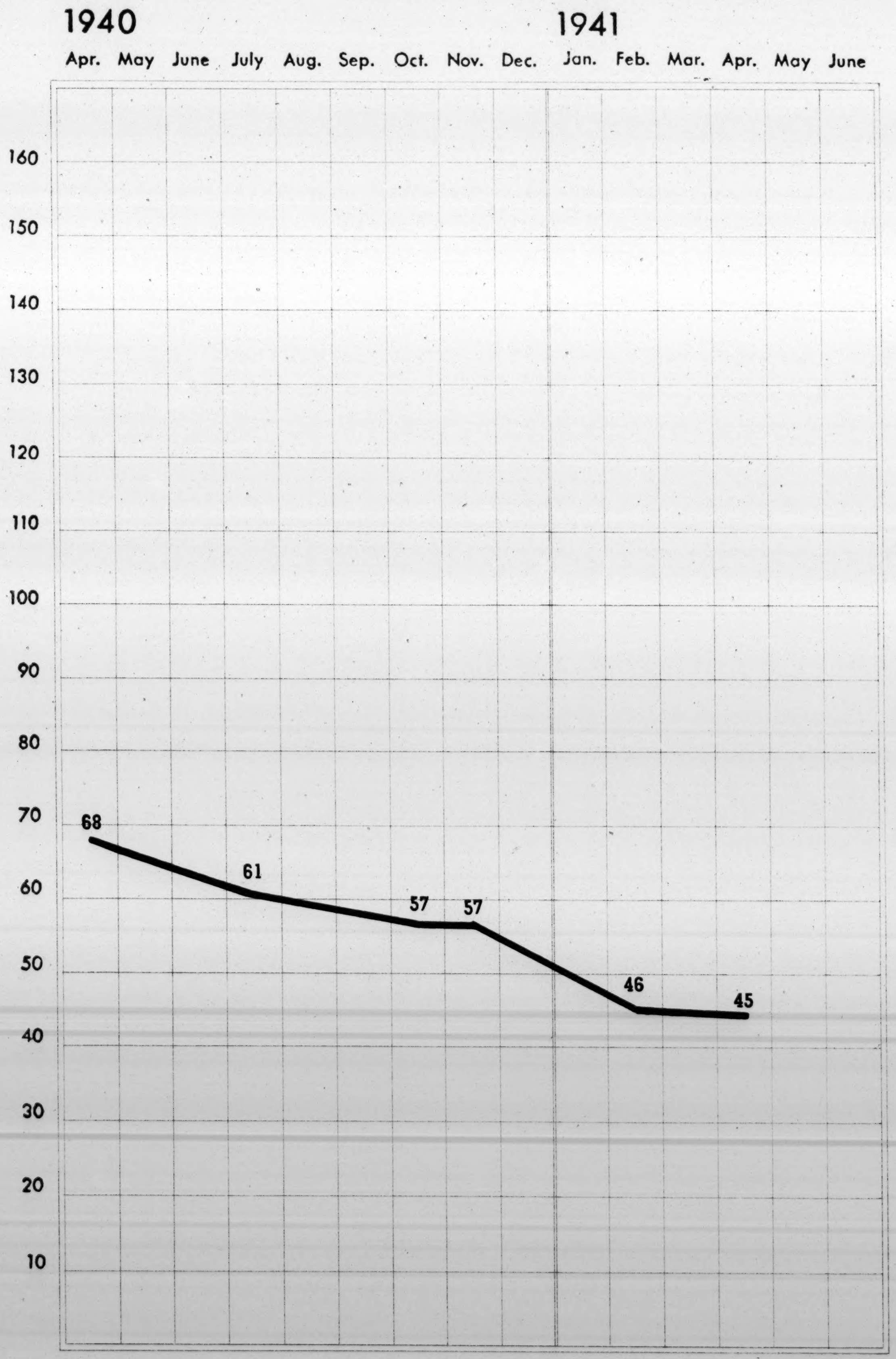


GRANT, Cary 10th

GRANT, Cary

February—April 1941



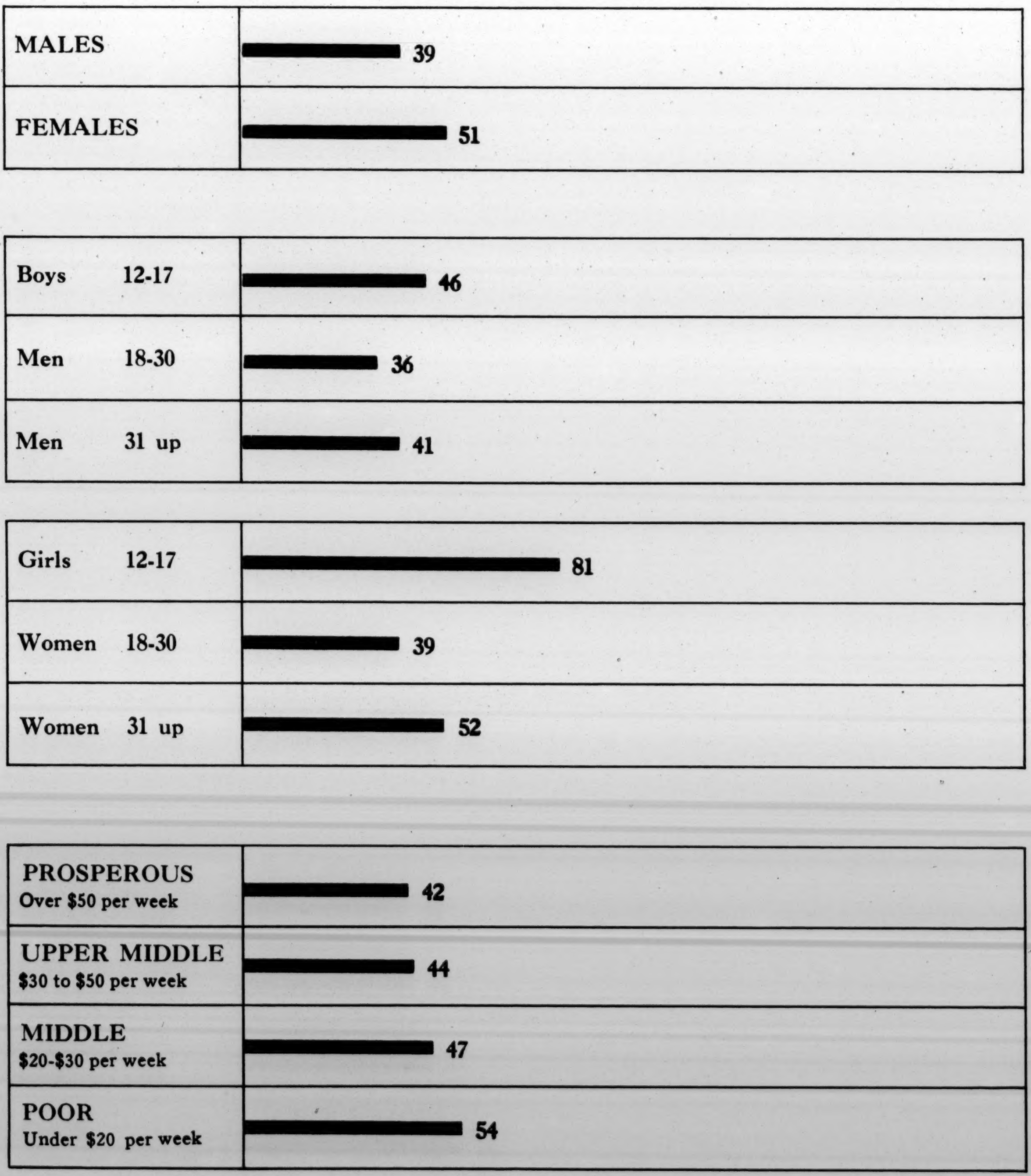


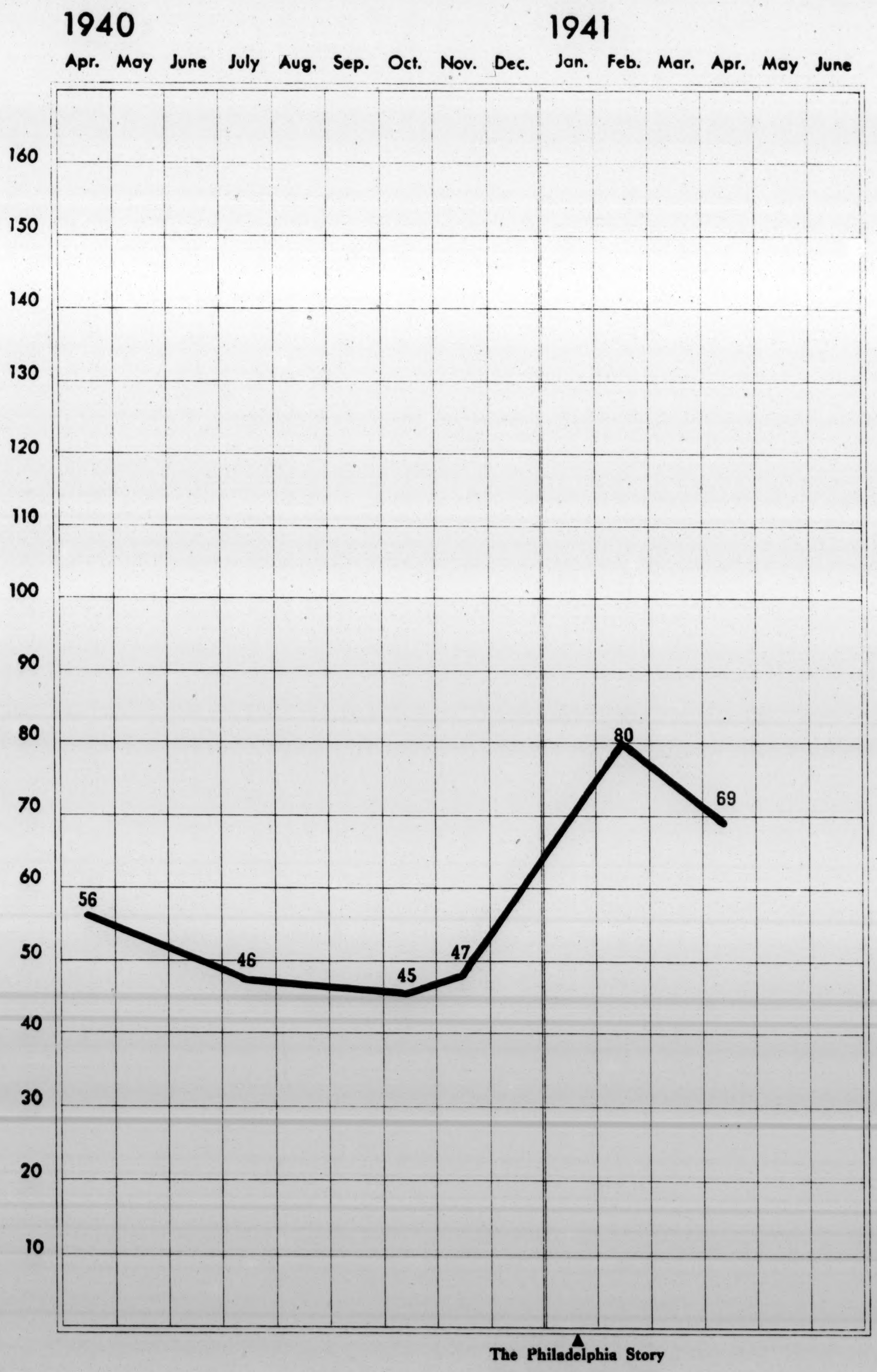
Sun Valley Serenade

HENIE, Sonja 56th

HENIE, Sonja

February—April 1941

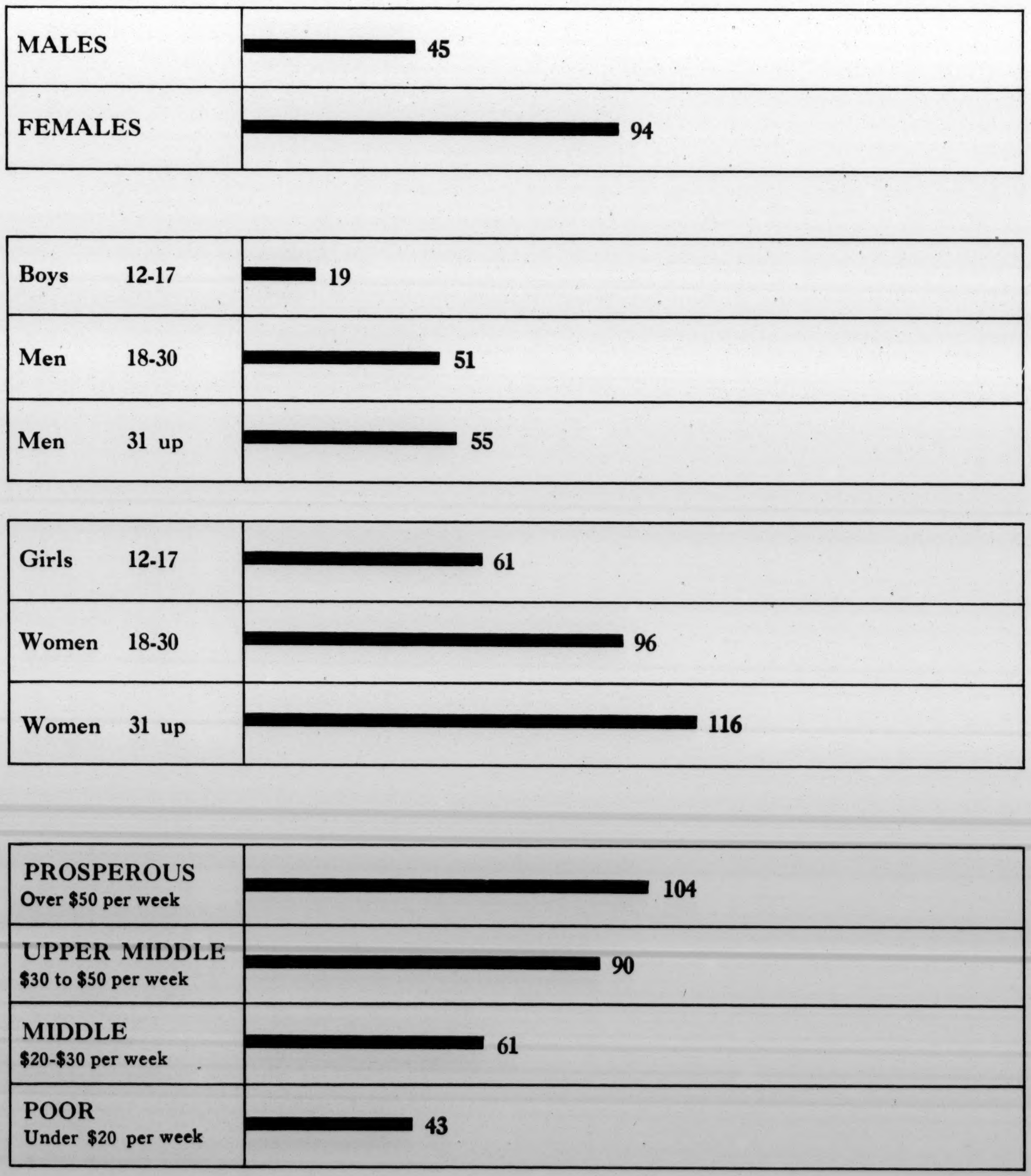


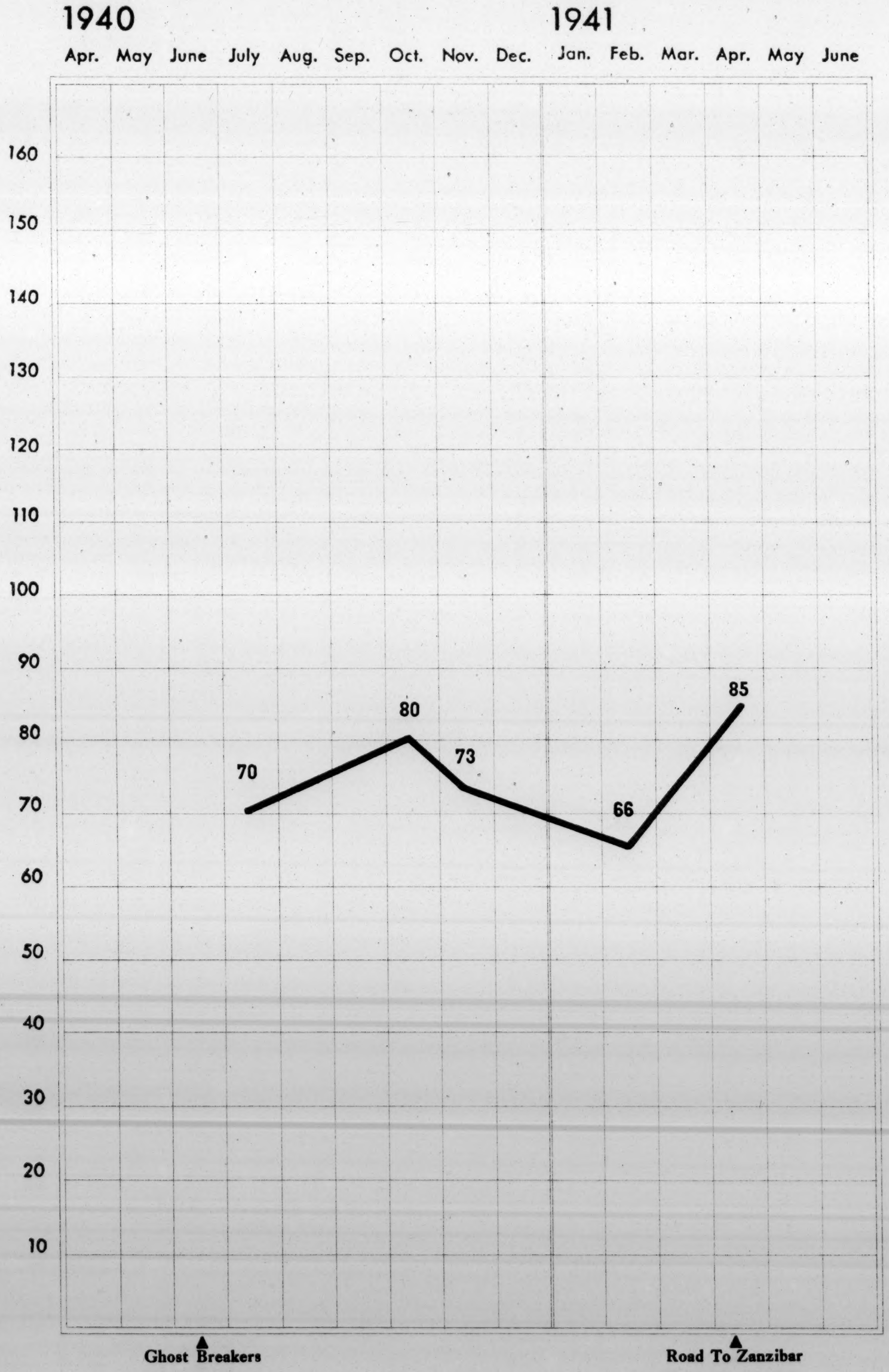


HEPBURN, Katharine 23rd

HEPBURN, Katharine

February—April 1941

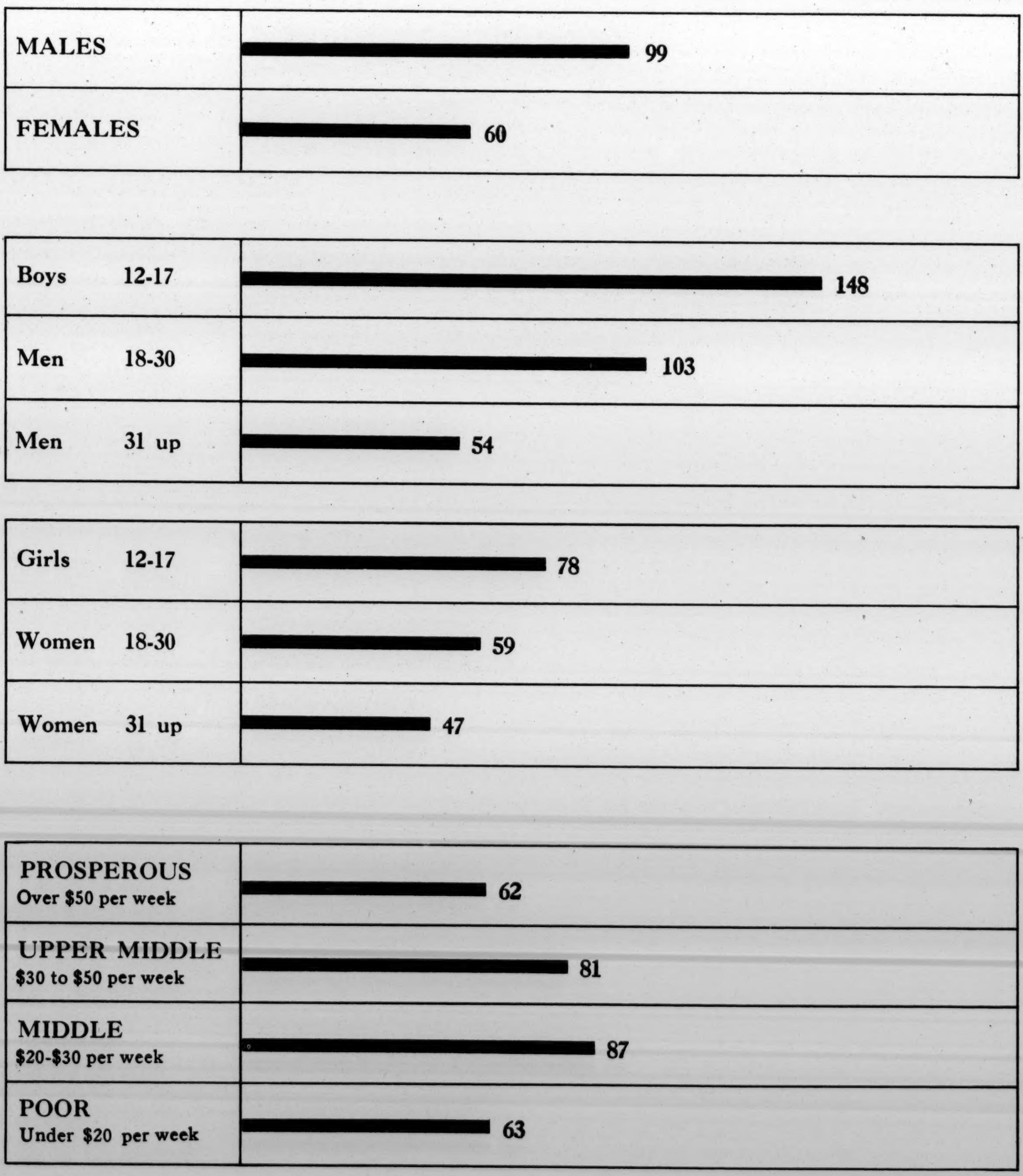


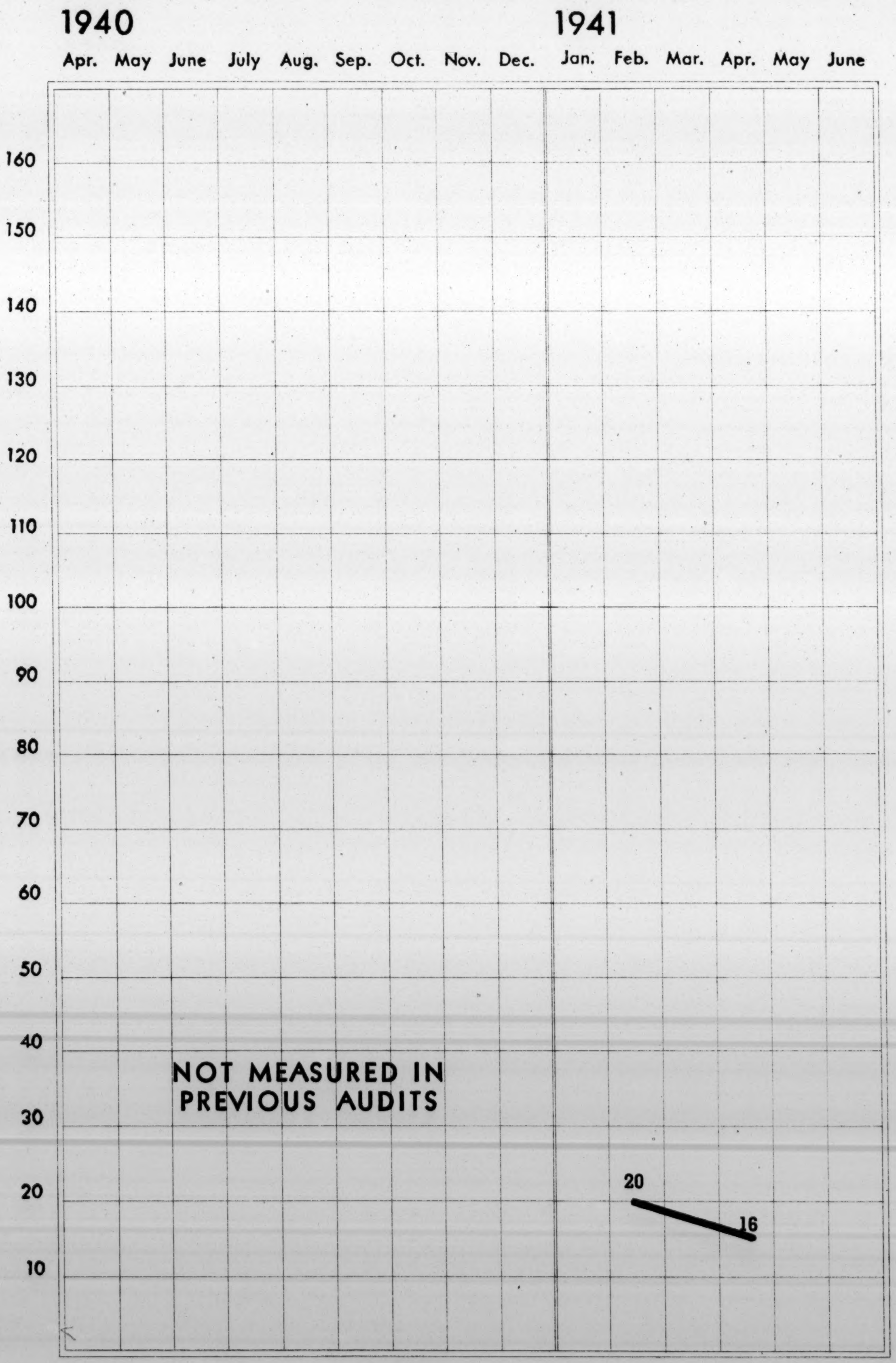


HOPE, Bob 13th

HOPE, Bob

February—April 1941





▲
Little Bit Of Heaven

JEAN, Gloria 104th

JEAN, Gloria

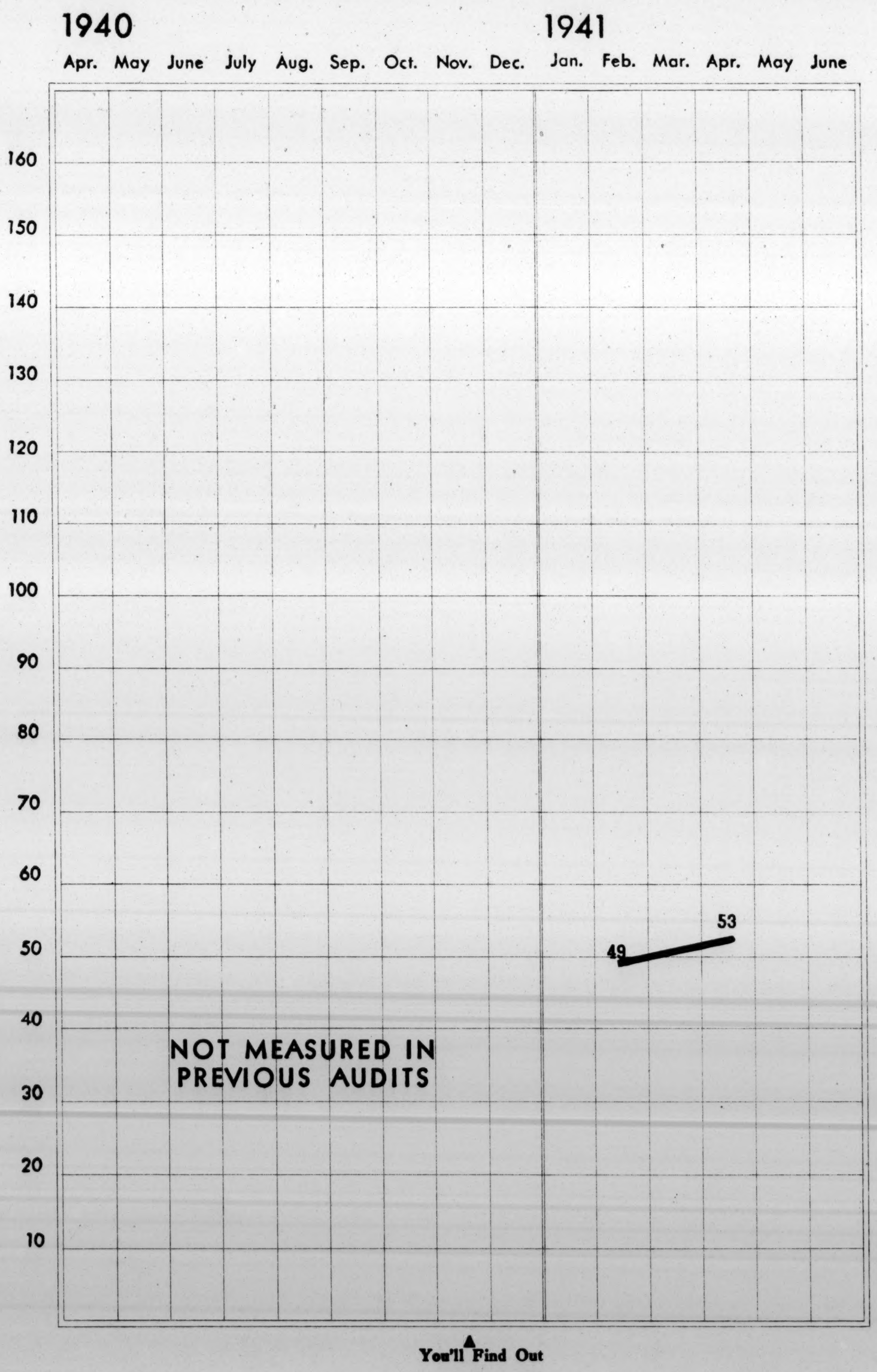
February—April 1941

MALES	12
FEMALES	23

Boys	12-17	21
Men	18-30	11
Men	31 up	6

Girls	12-17	49
Women	18-30	15
Women	31 up	20

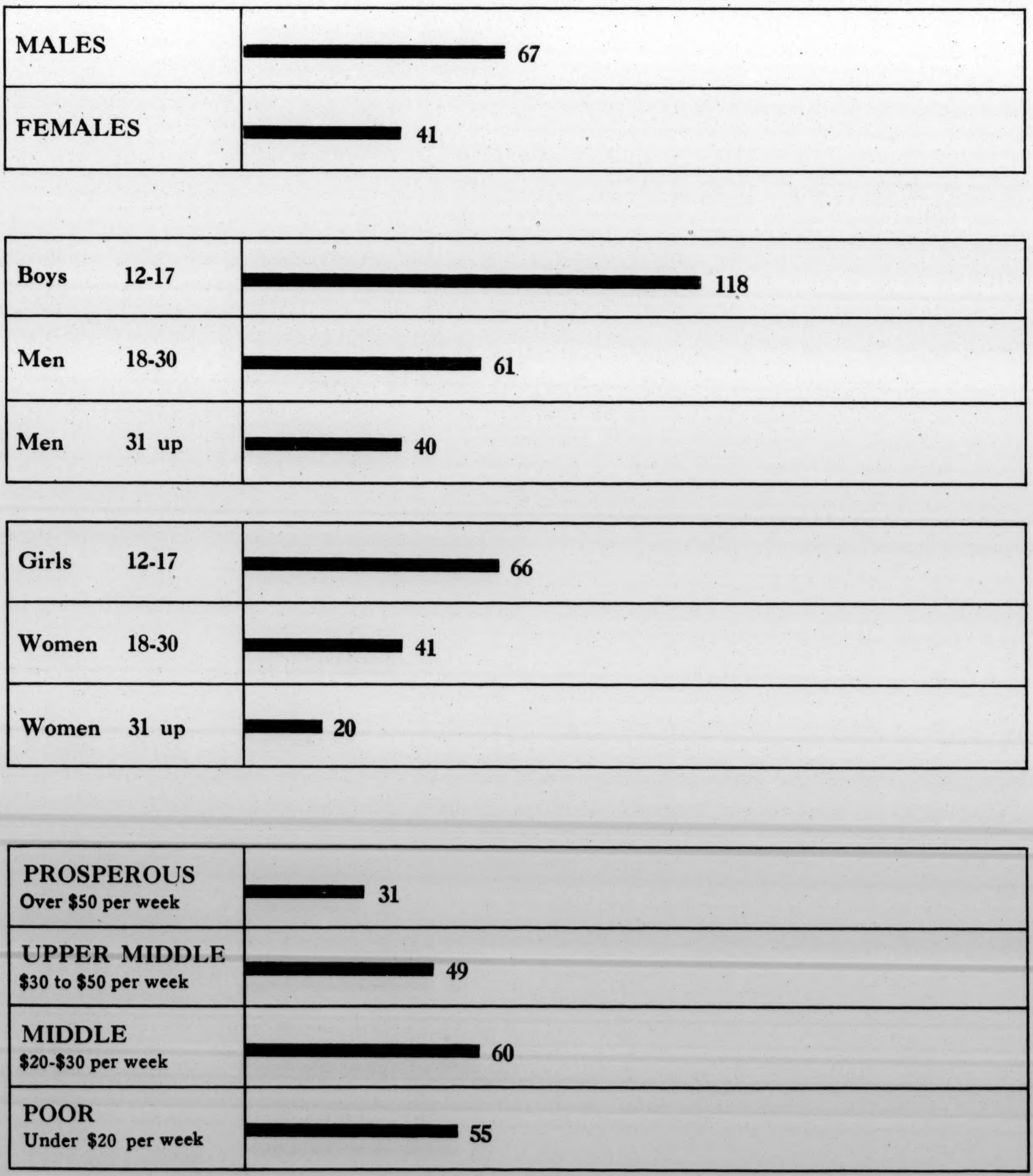
PROSPEROUS Over $50 per week	10
UPPER MIDDLE $30 to $50 per week	16
MIDDLE $20-$30 per week	20
POOR Under $20 per week	25

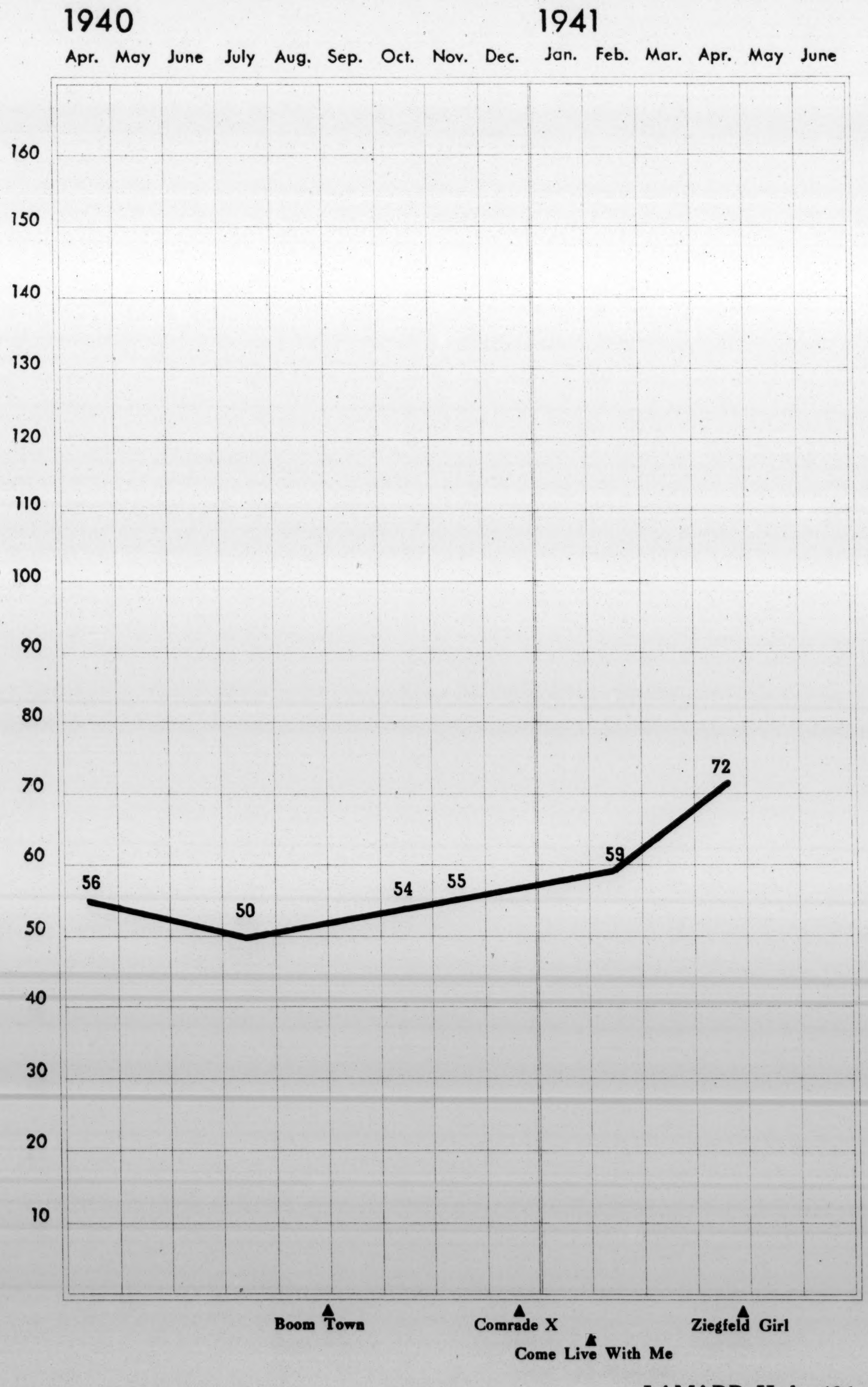


KYSER, Kay 45th

KYSER, Kay

February—April 1941

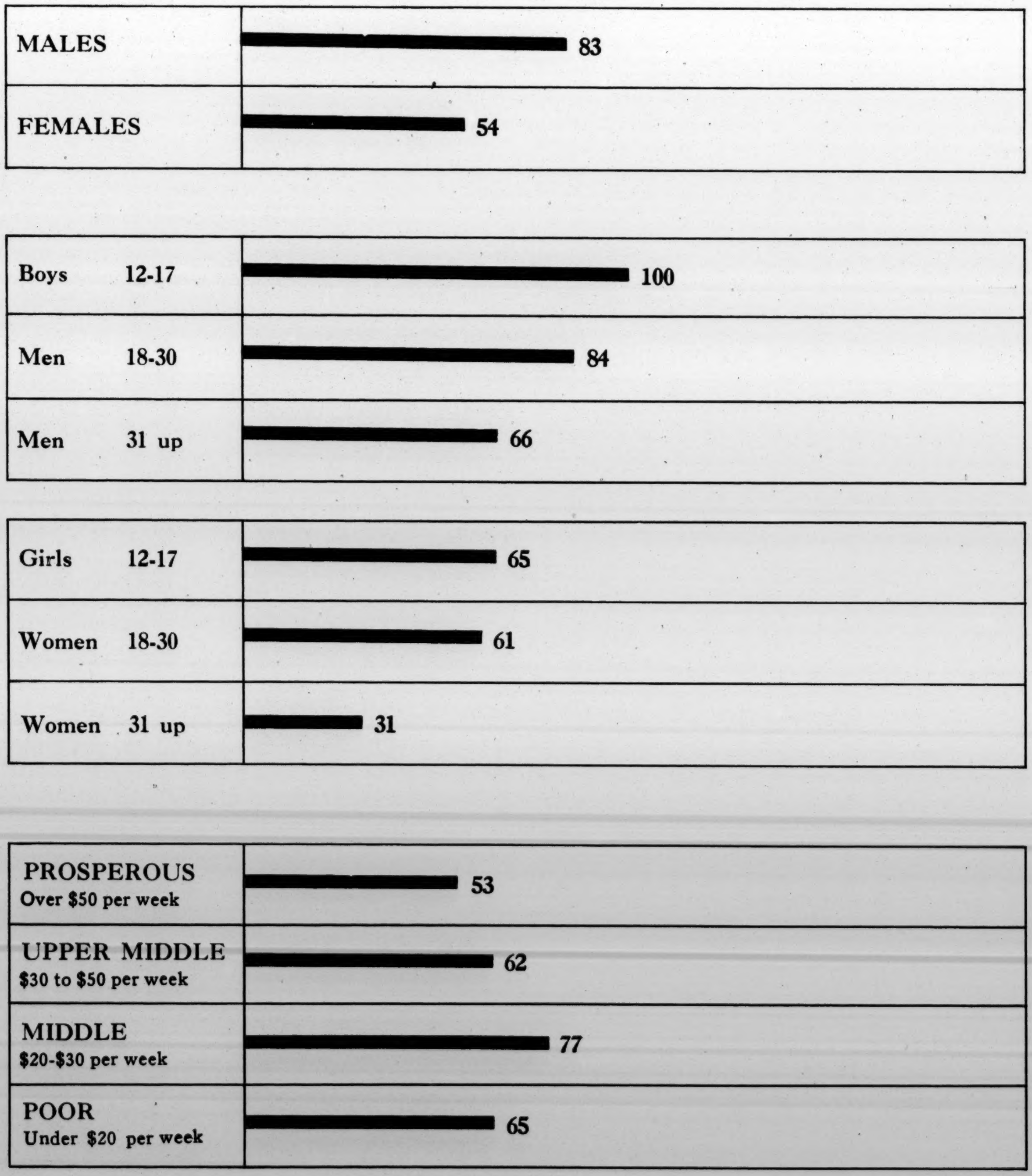


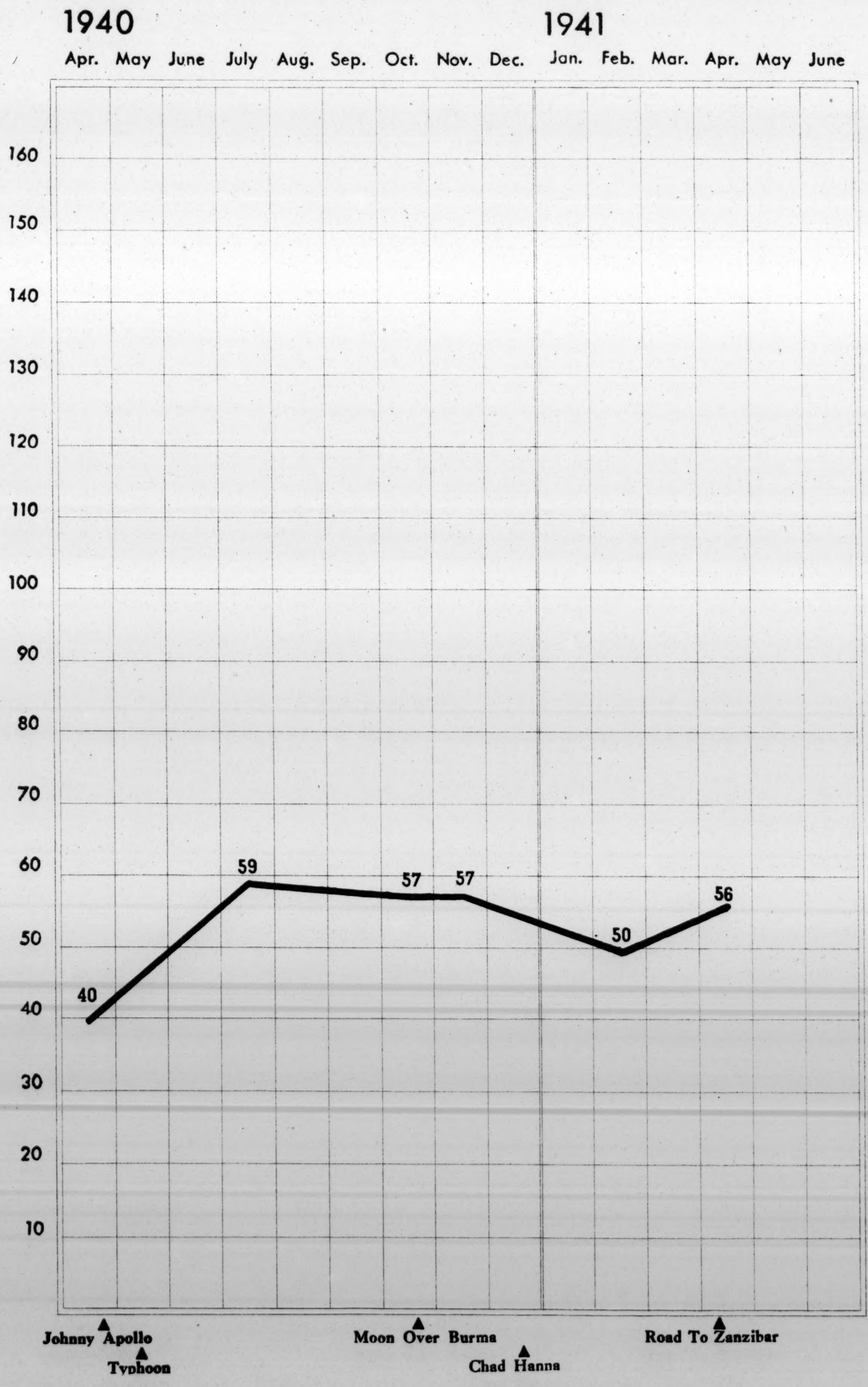


LAMARR, Hedy 19th

LAMARR, Hedy

February—April 1941

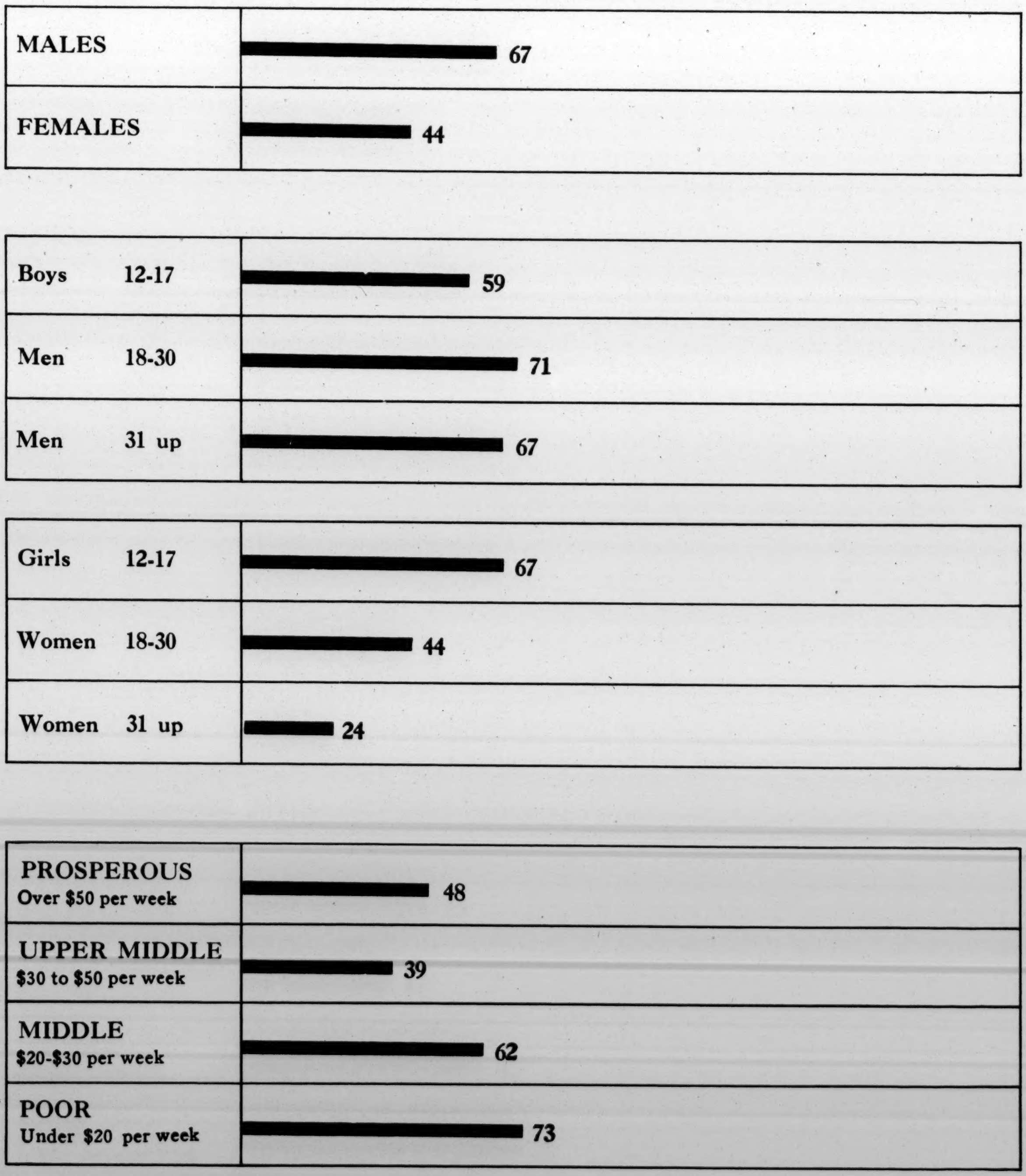


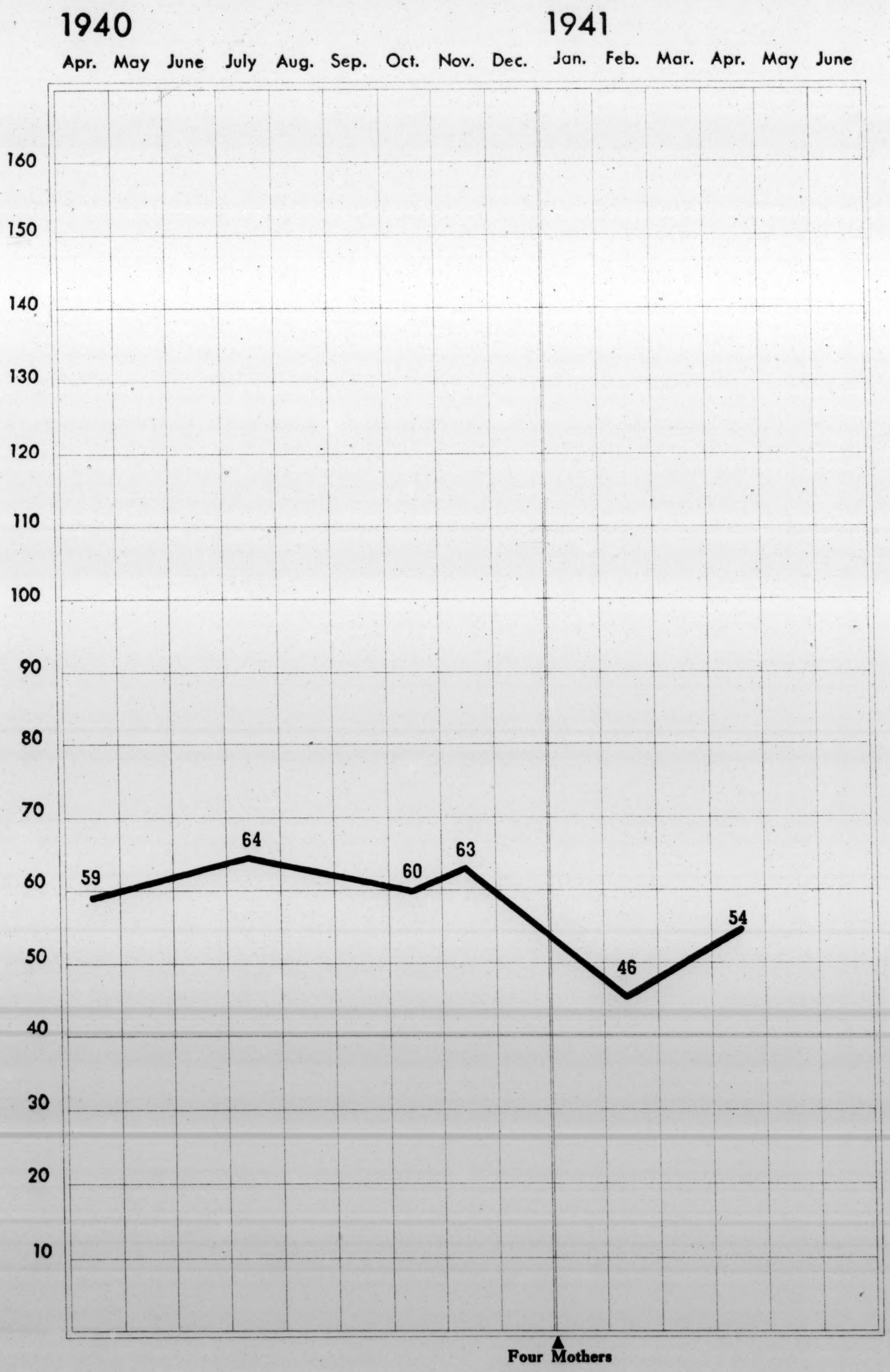


LAMOUR, Dorothy 40th

LAMOUR, Dorothy

February—April 1941

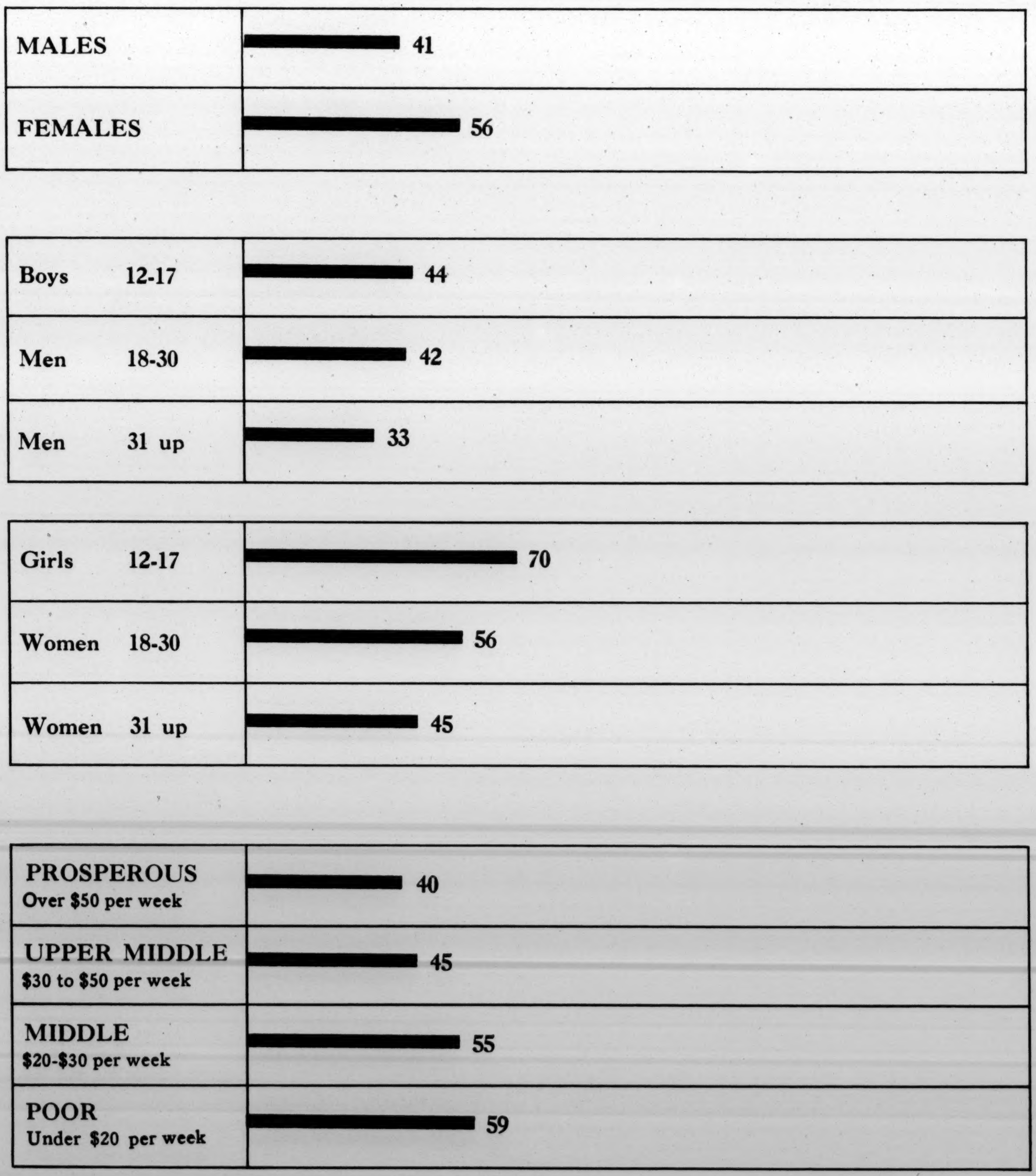


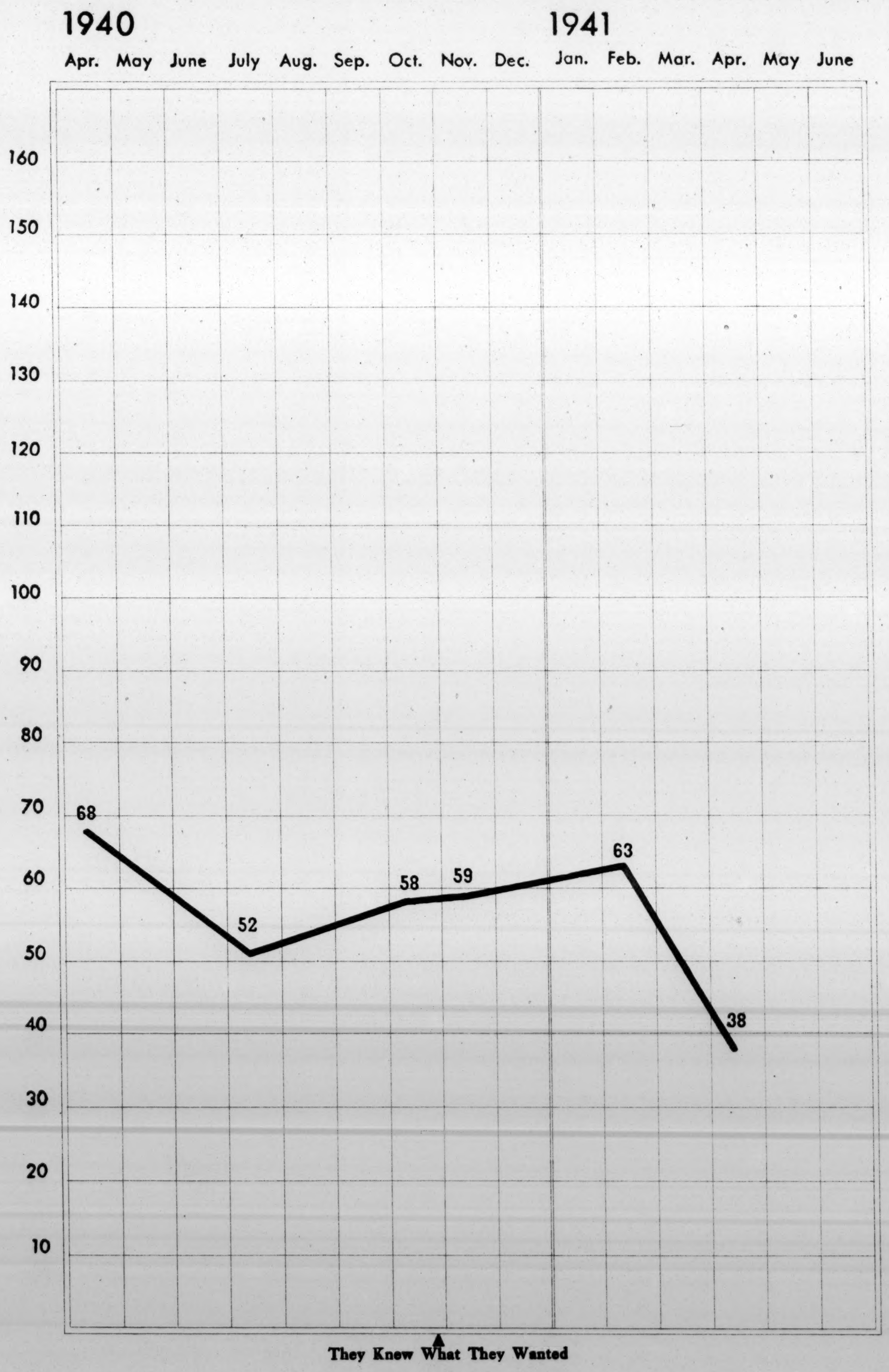


LANE, Priscilla 42nd

LANE, Priscilla

February—April 1941

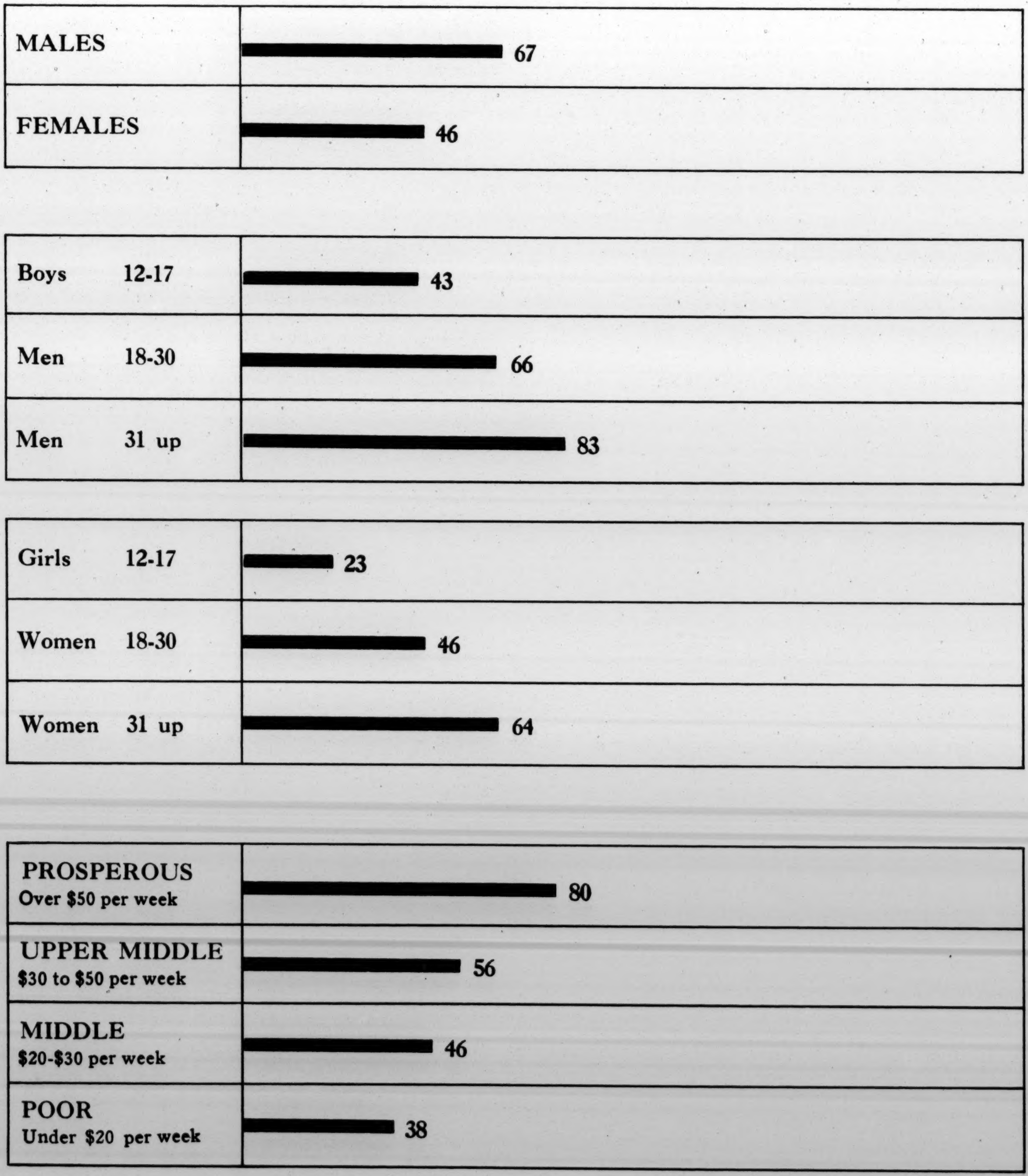


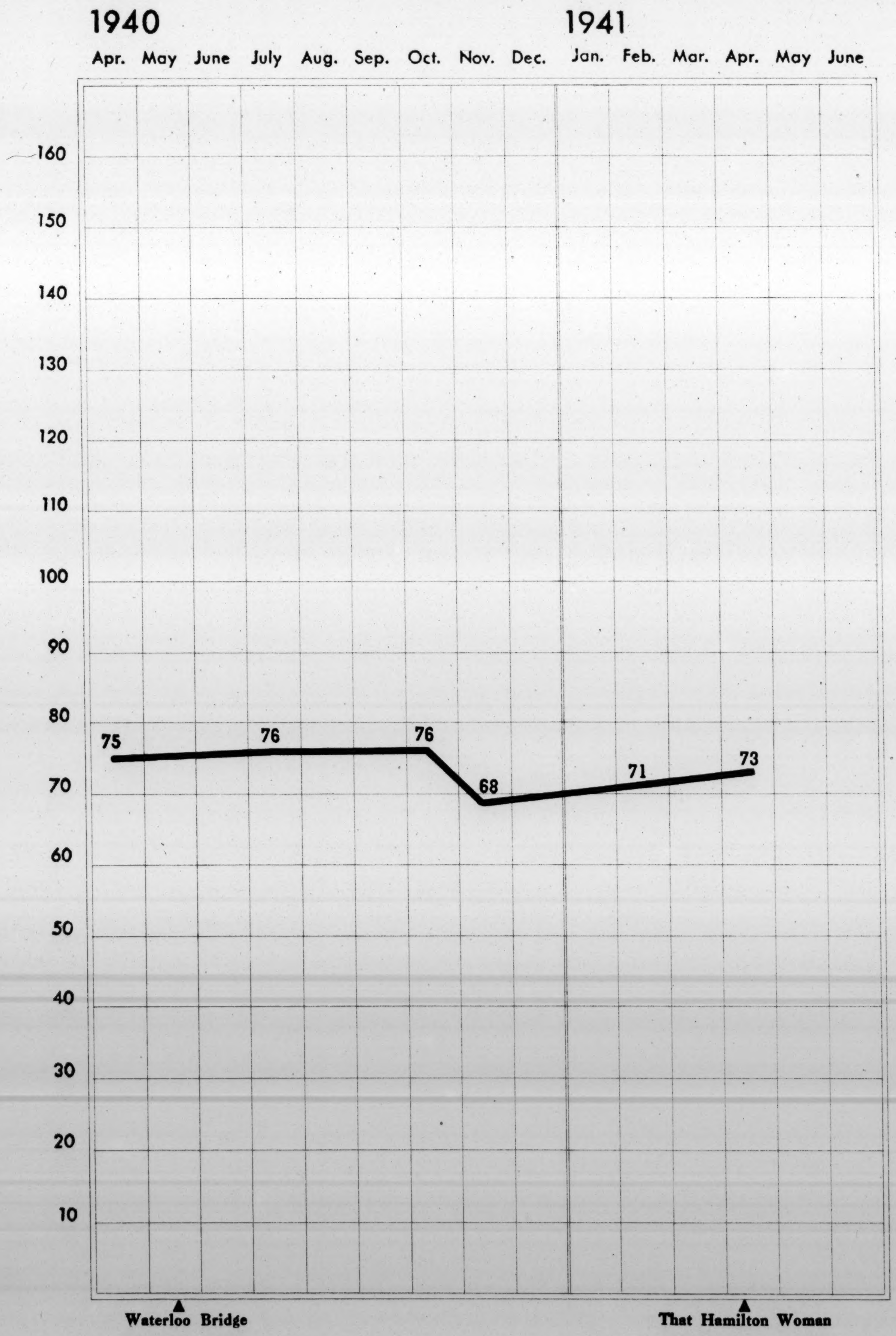


LAUGHTON, Charles 61st

LAUGHTON, Charles

February—April 1941

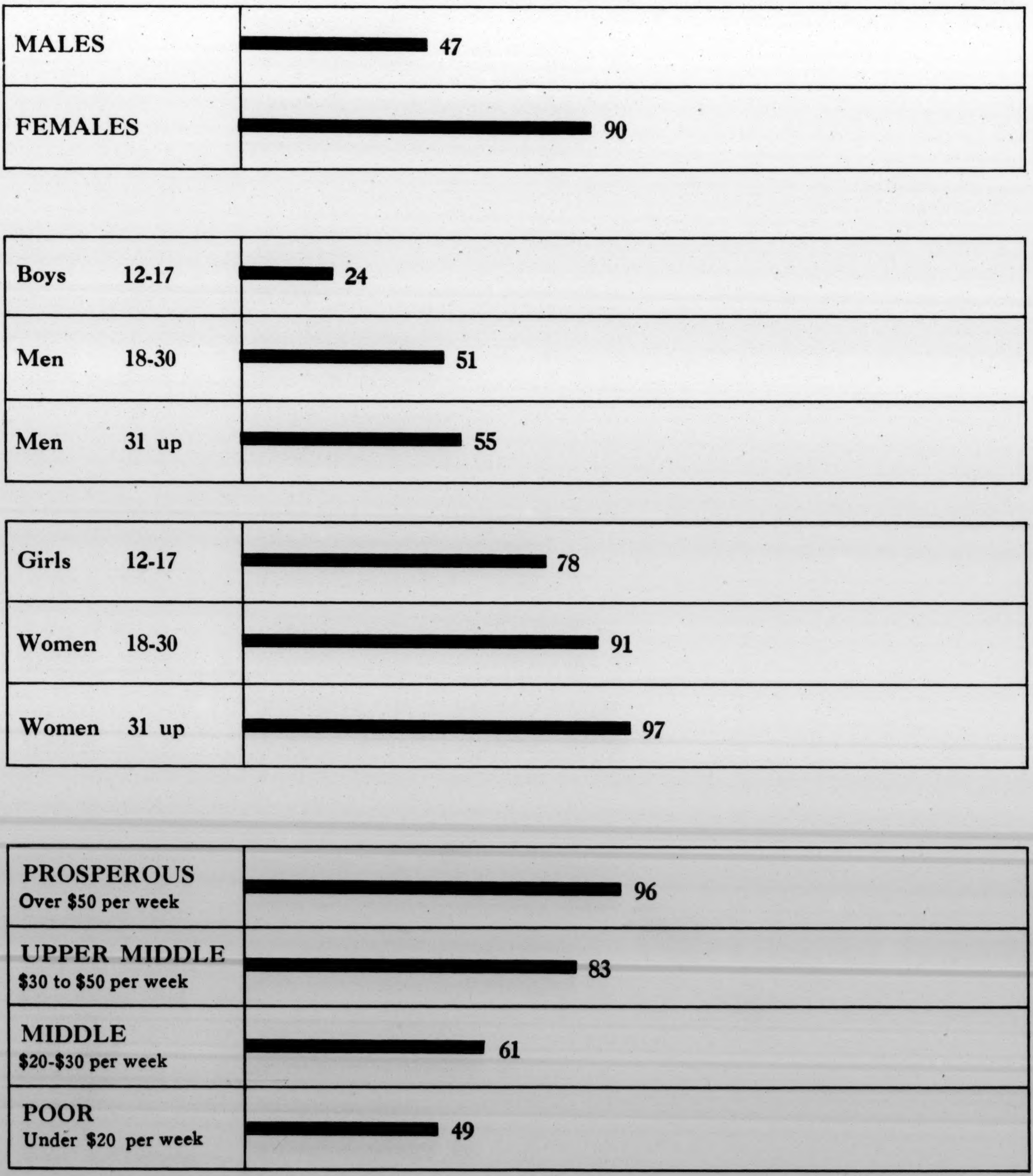


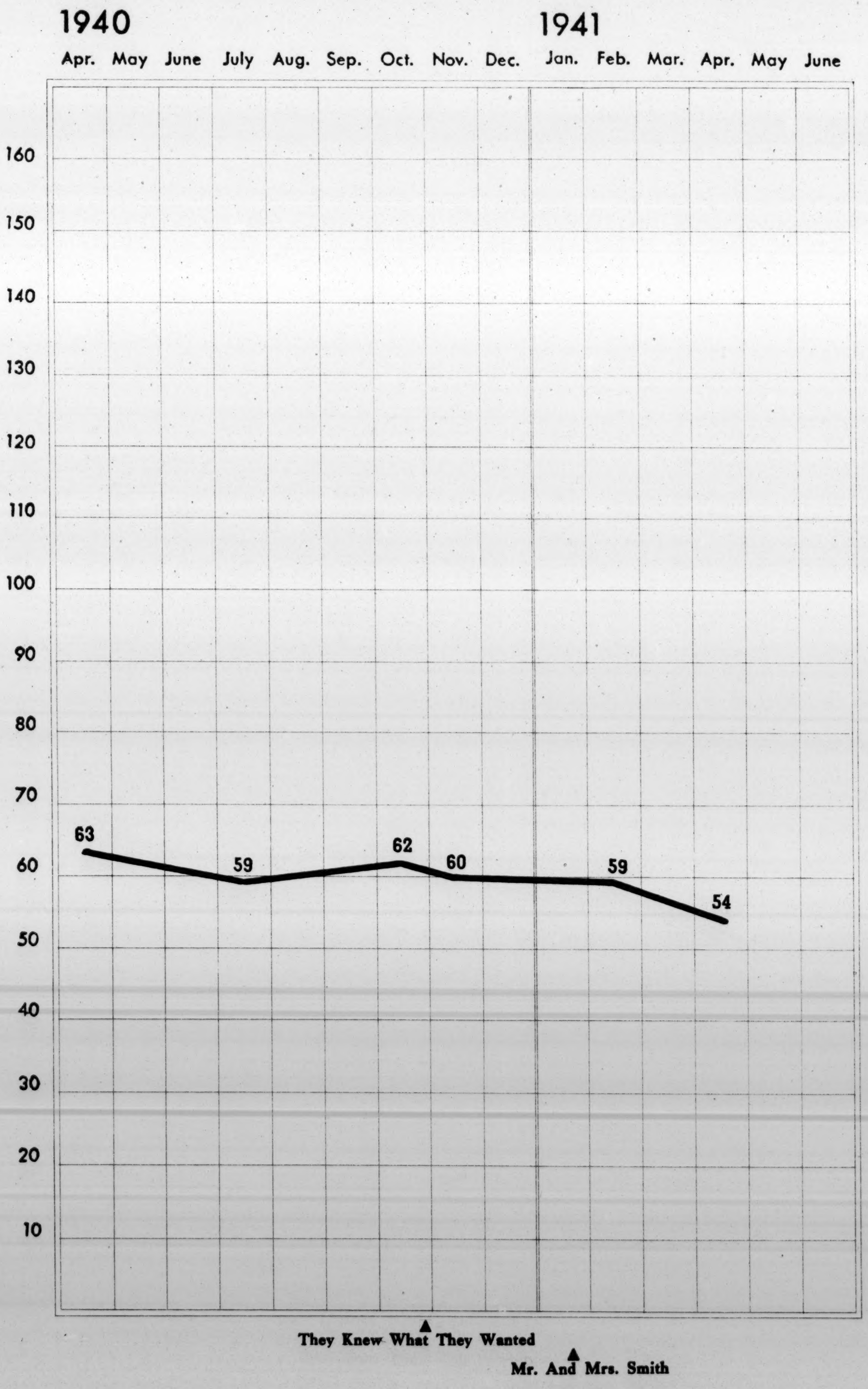


LEIGH, Vivien 18th

LEIGH, Vivien

February—April 1941

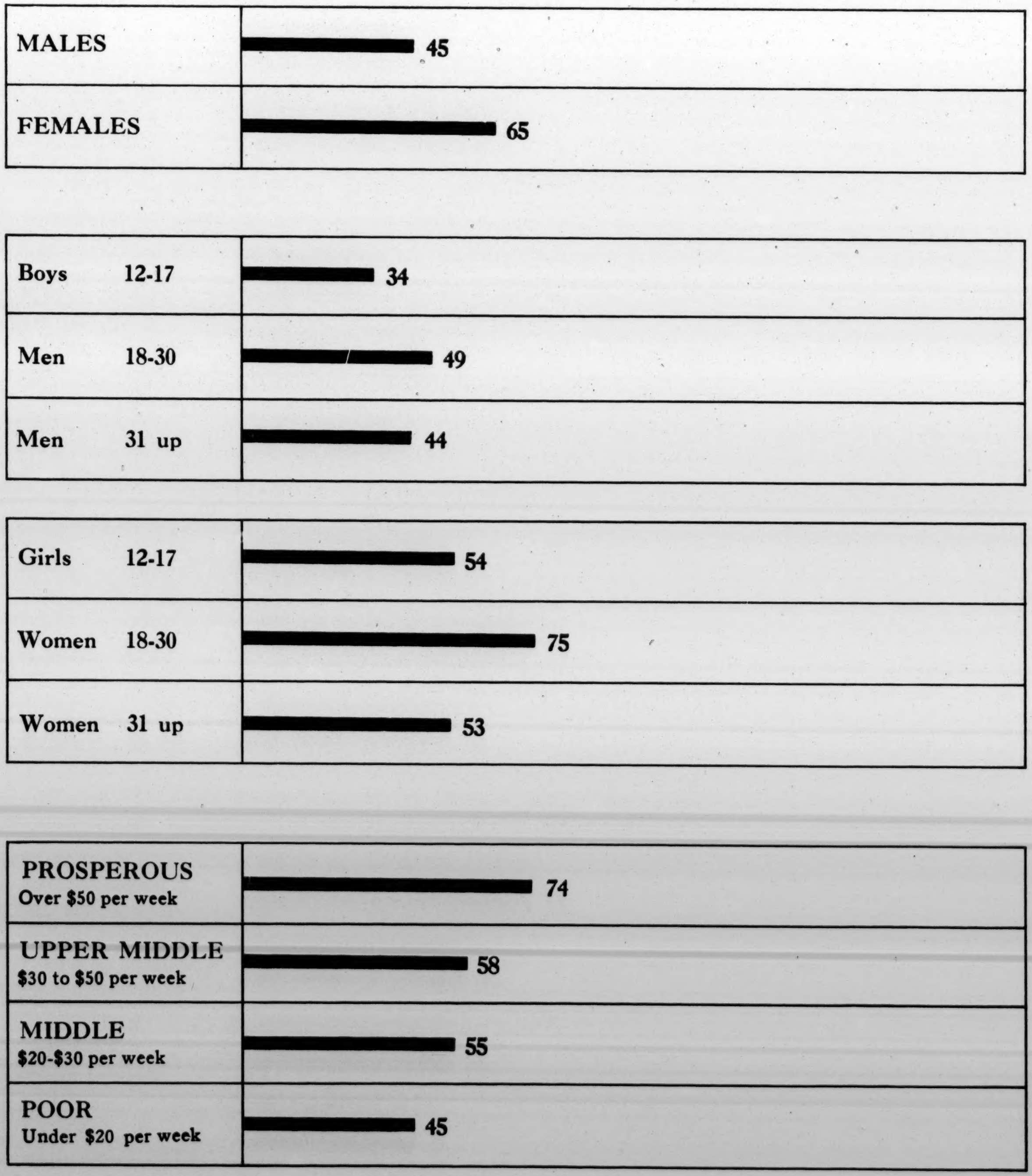


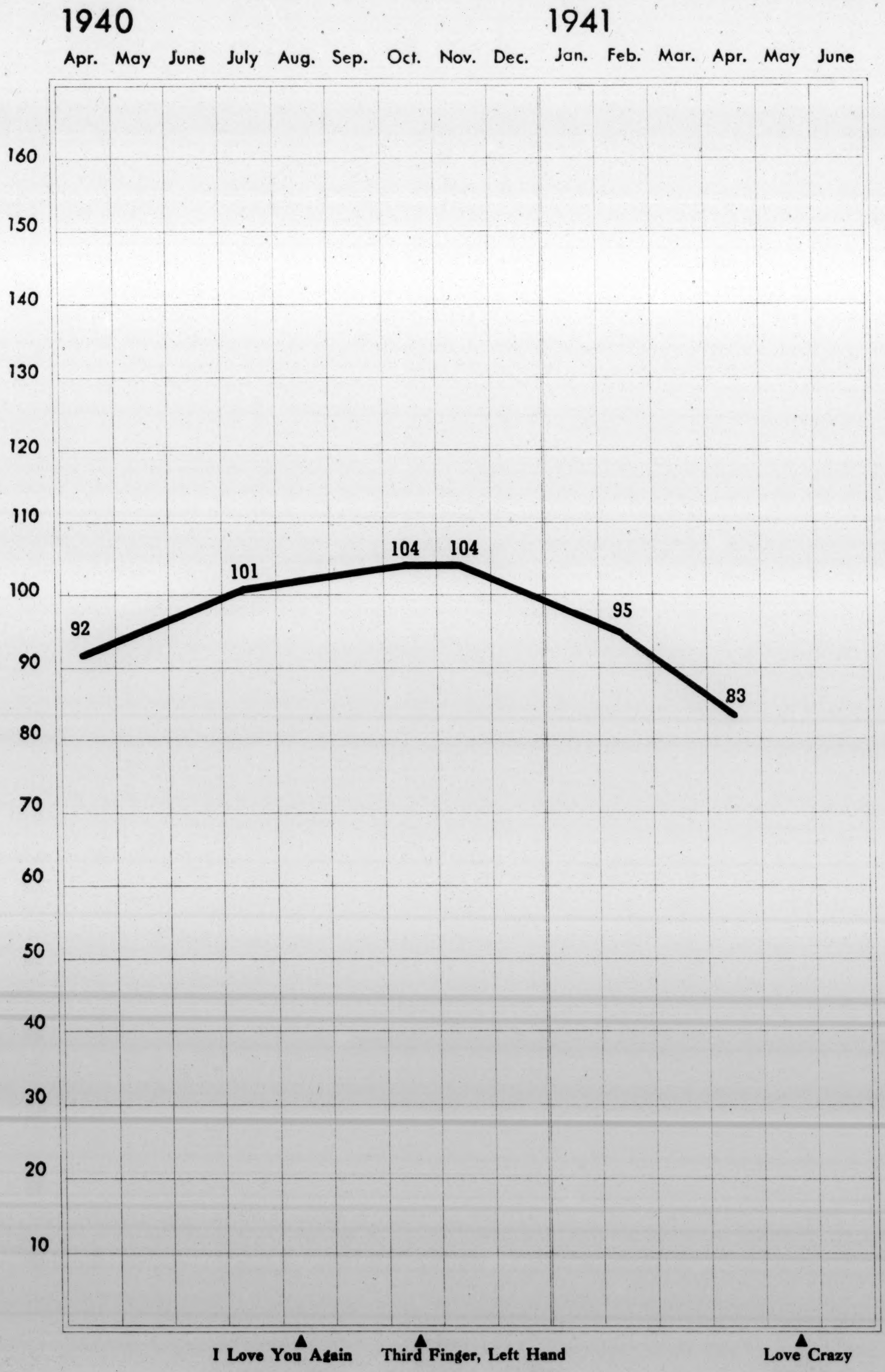


LOMBARD, Carole 42nd

LOMBARD, Carole

February—April 1941

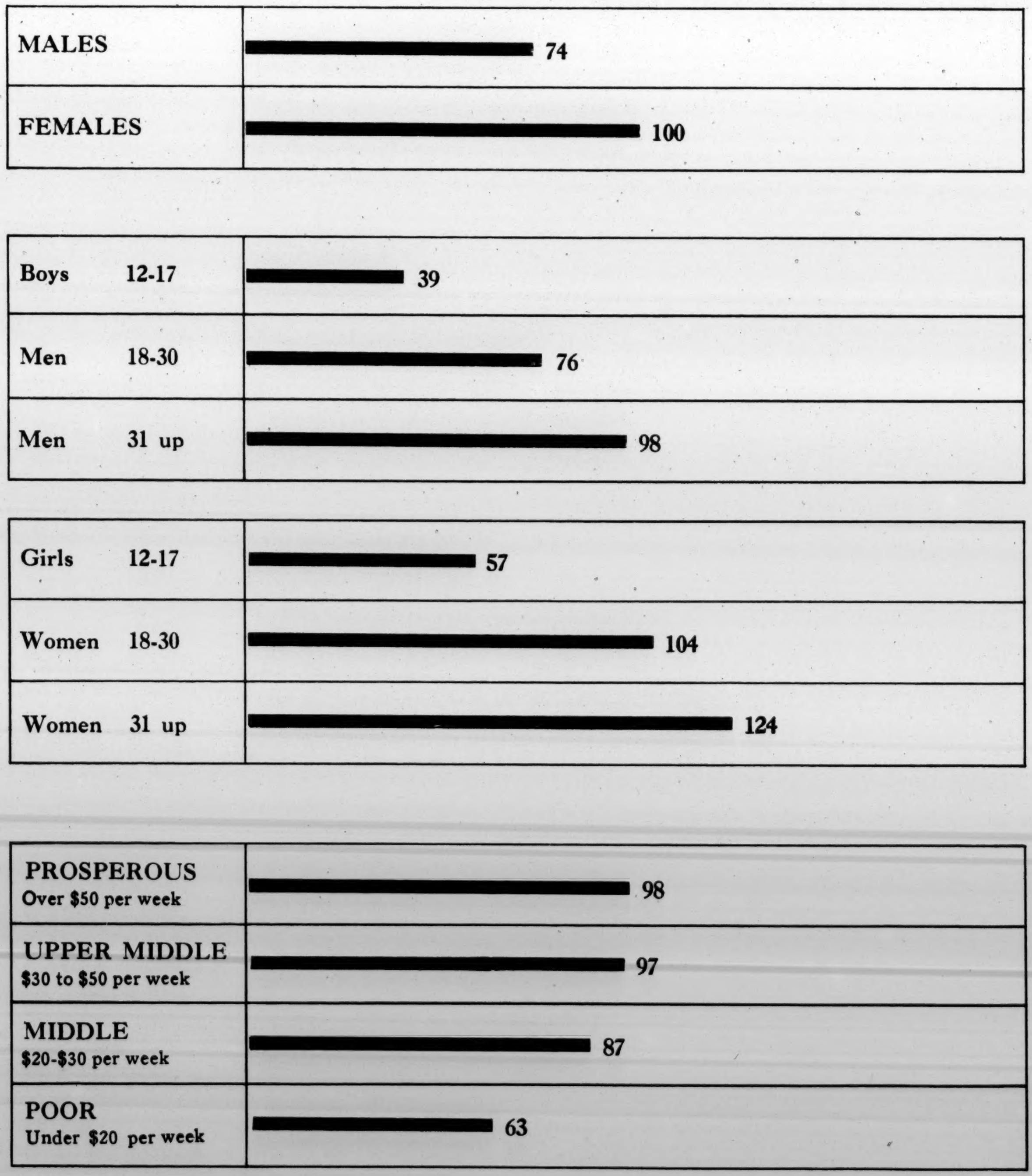


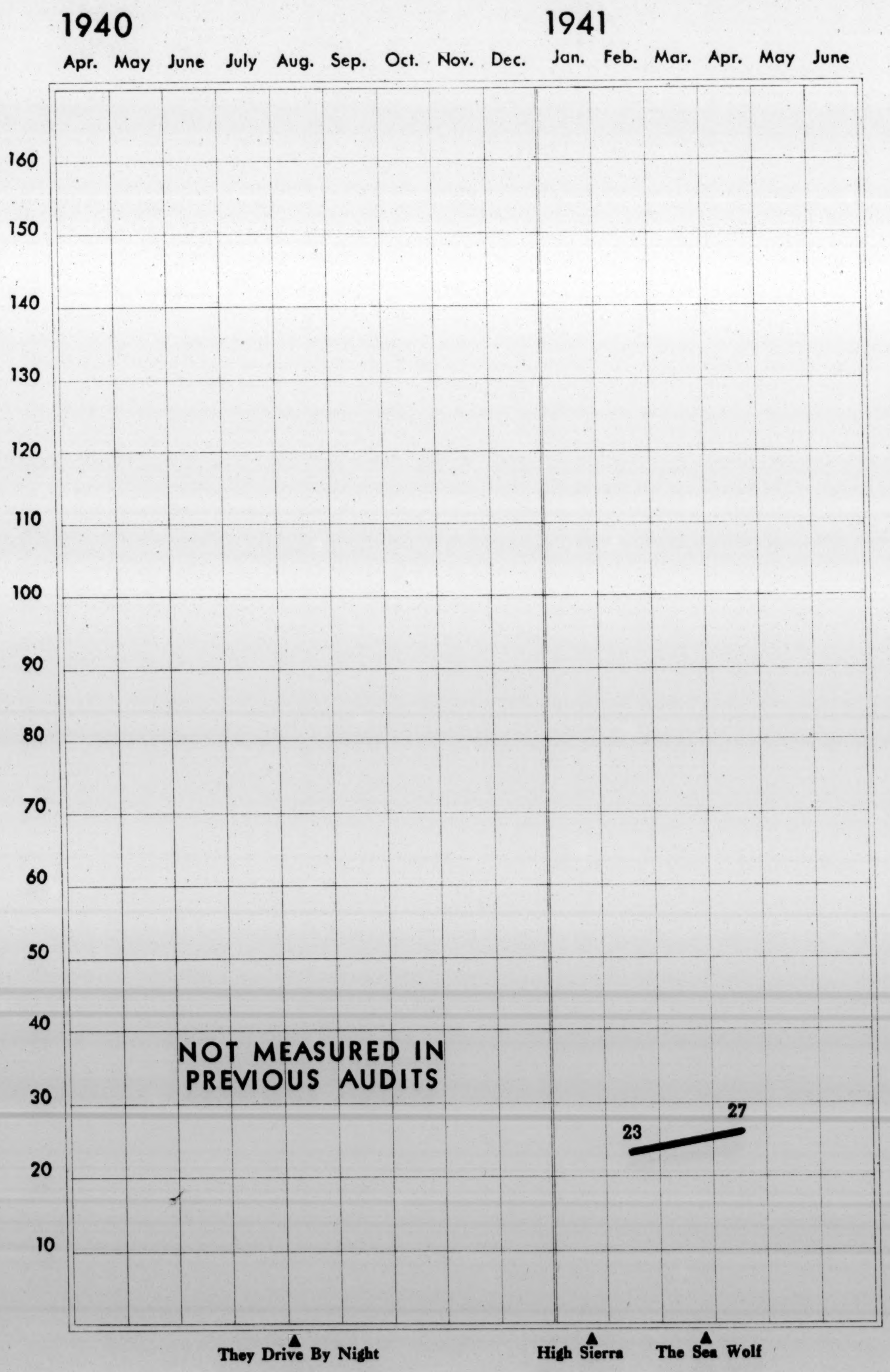


LOY, Myrna 14th

LOY, Myrna

February—April 1941

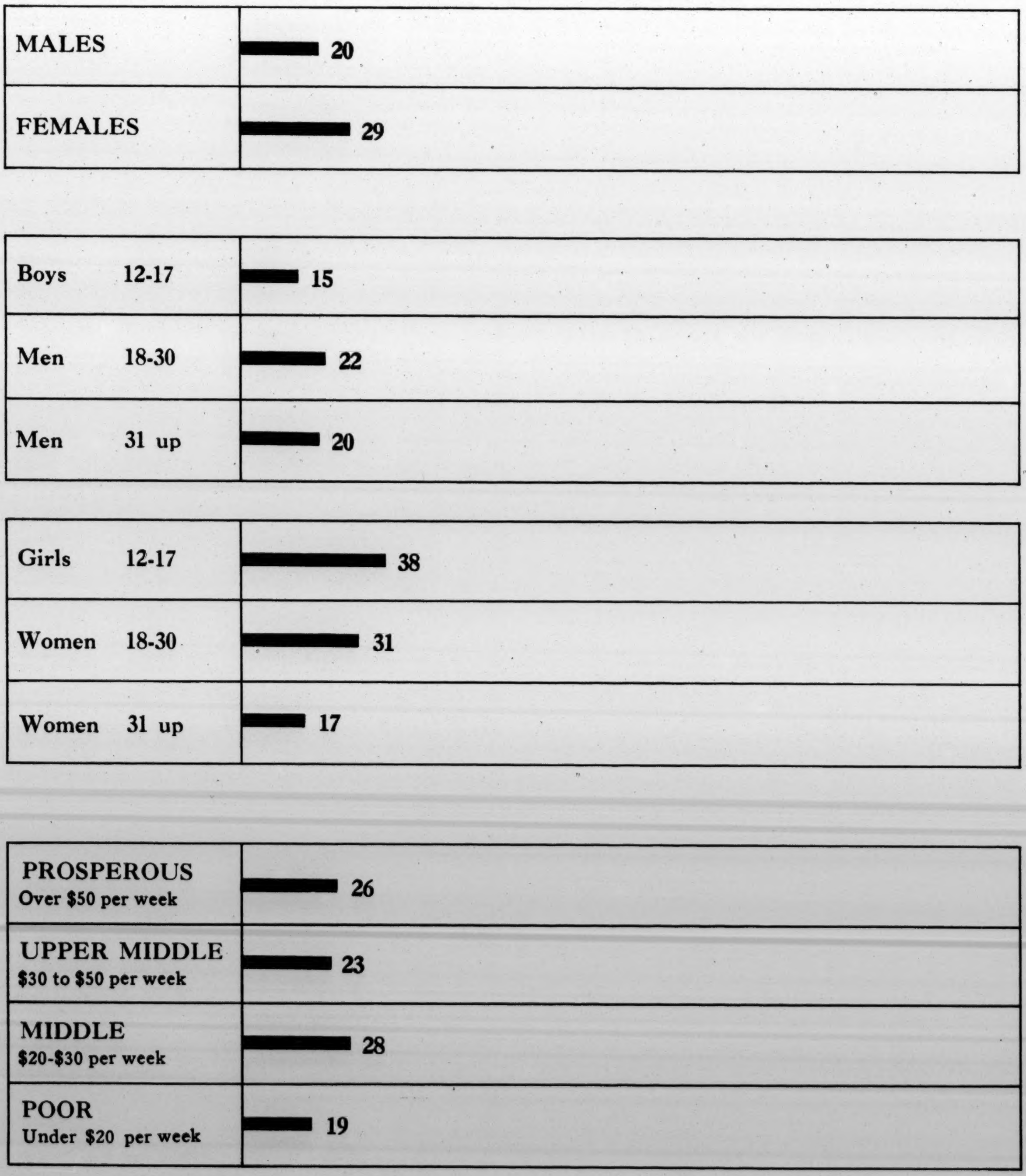


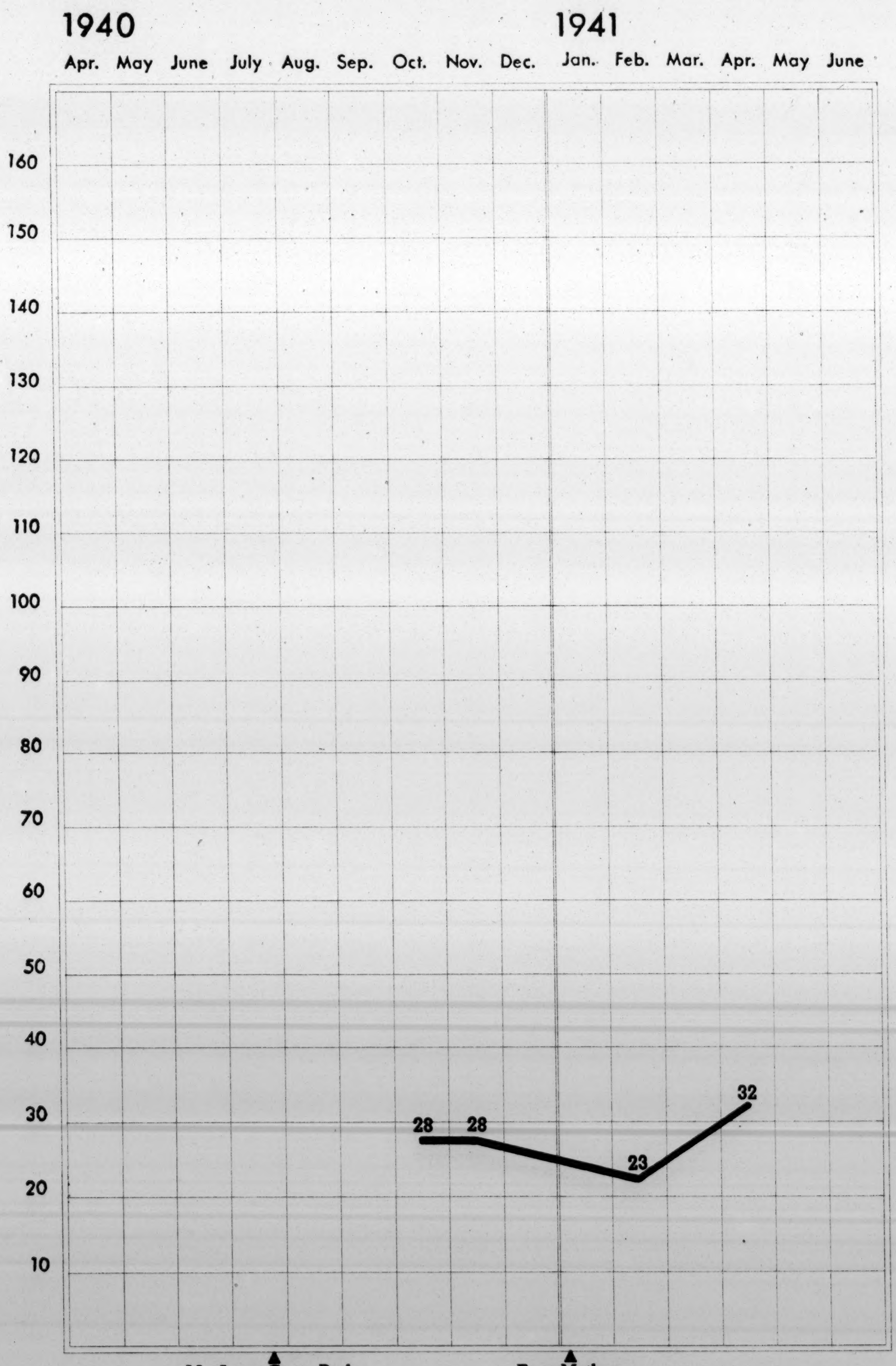


LUPINO, Ida 80th

LUPINO, Ida

February—April 1941





My Love Came Back

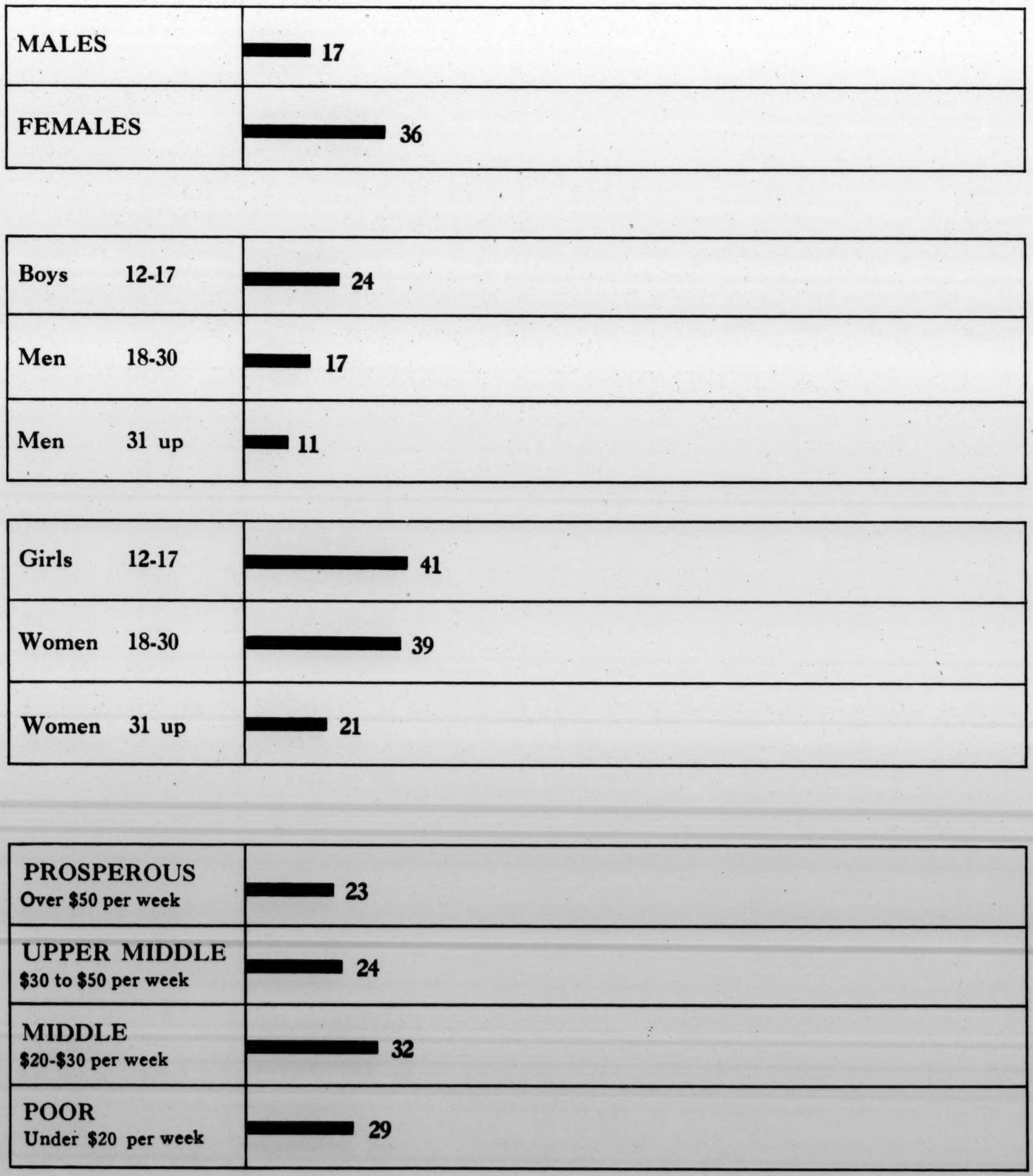
Four Mothers

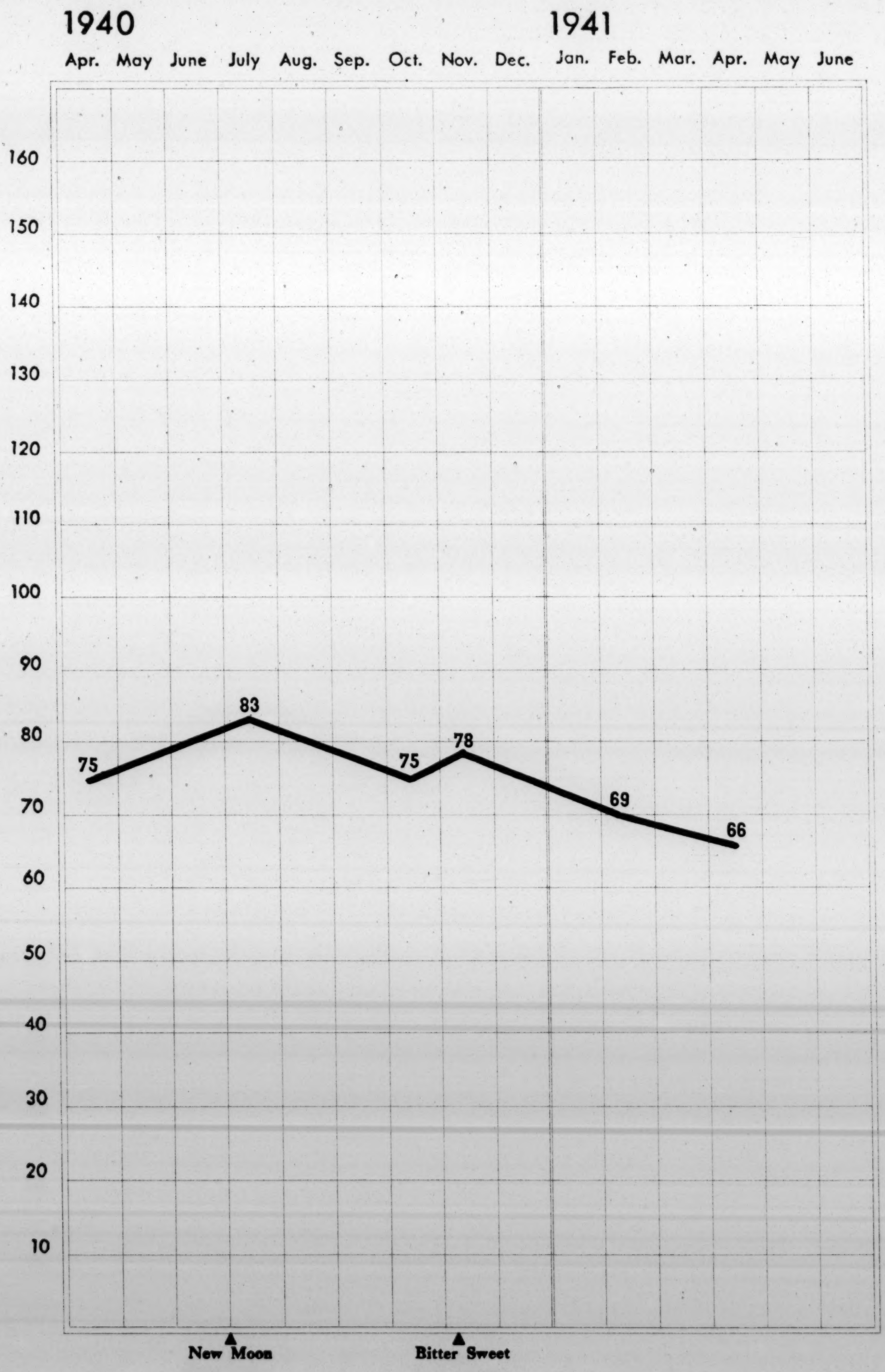
Flight From Destiny

LYNN, Jeffrey 68th

LYNN, Jeffrey

February—April 1941

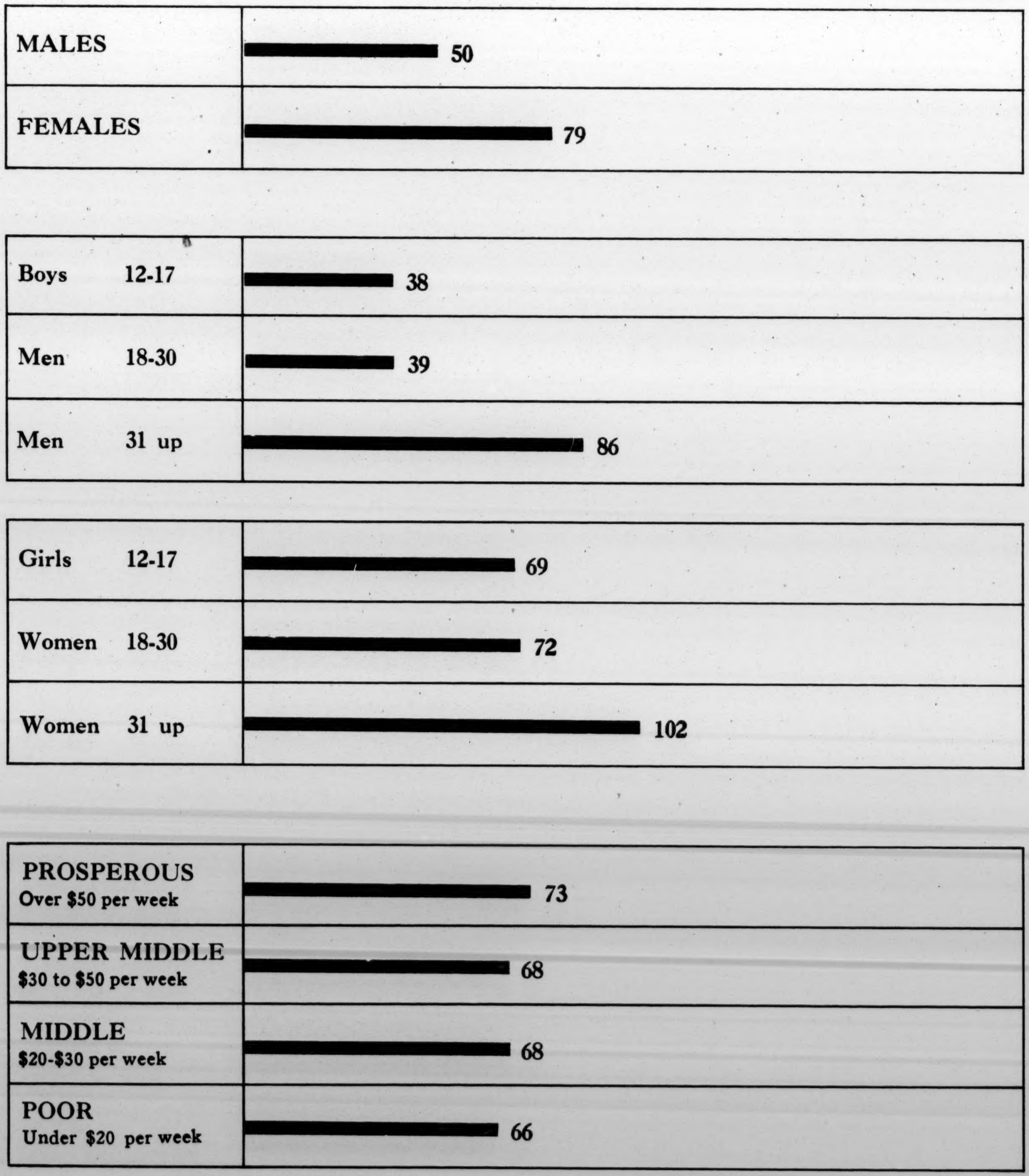


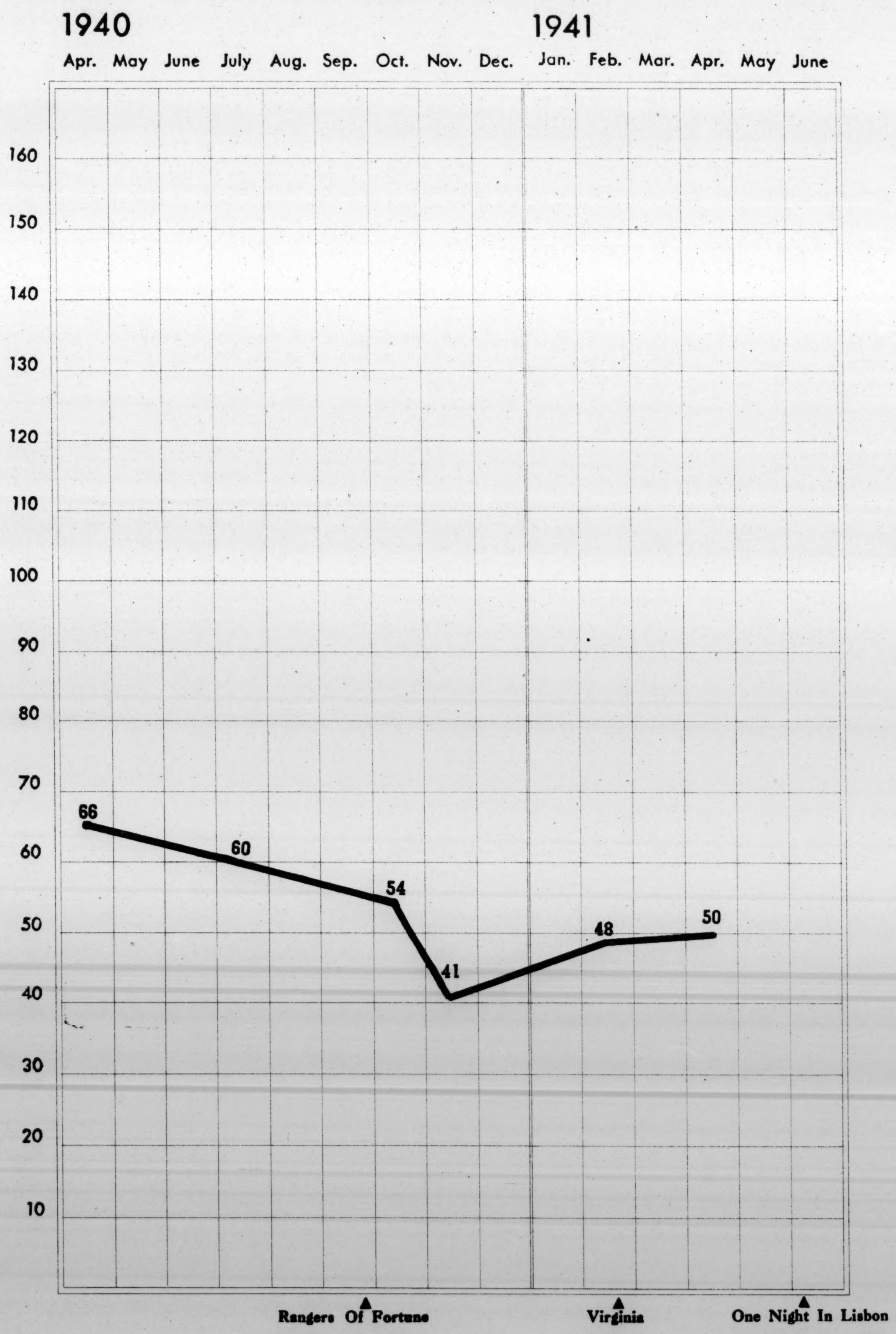


MacDONALD, Jeanette 27th

MacDONALD, Jeanette

February—April 1941

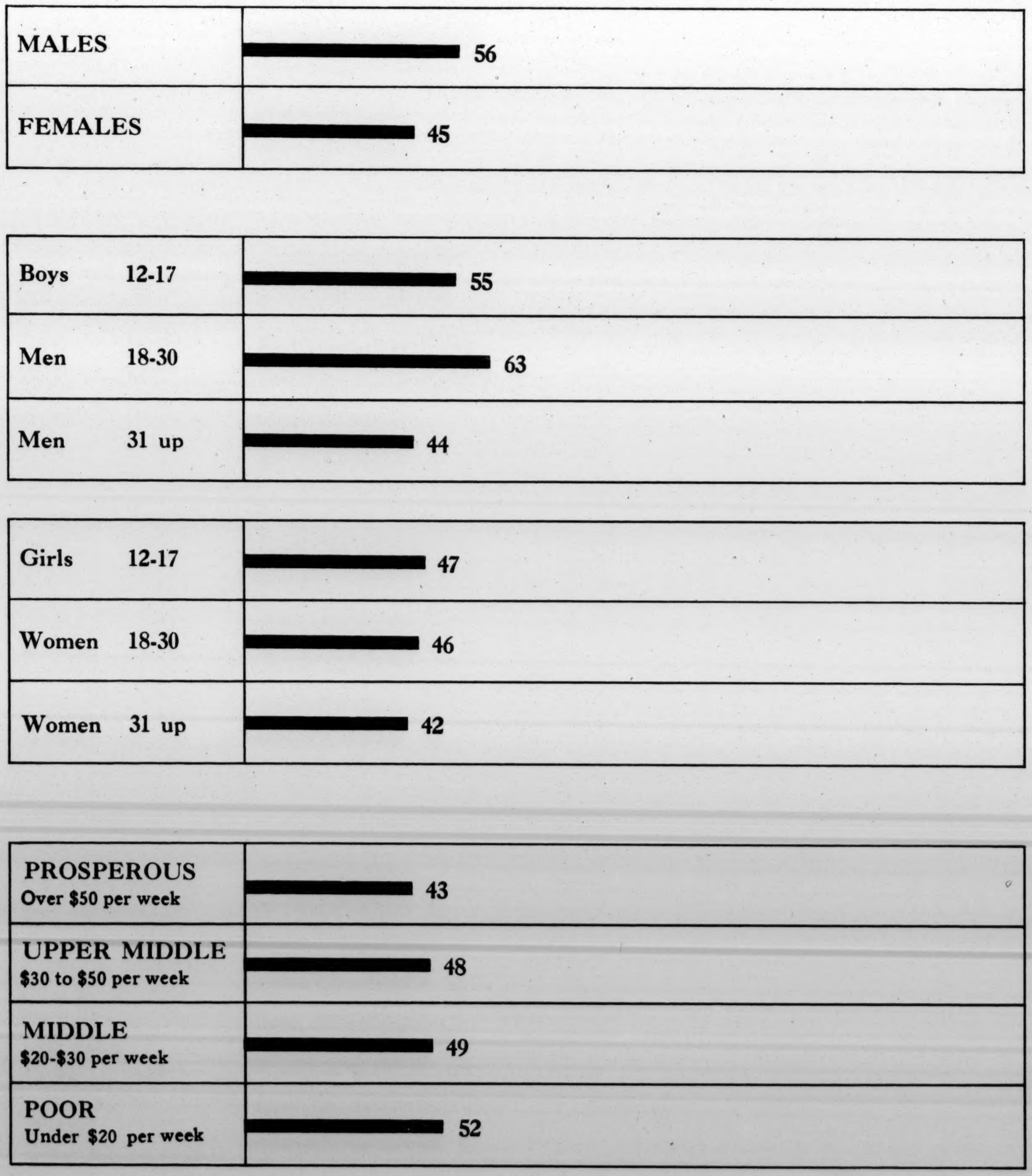


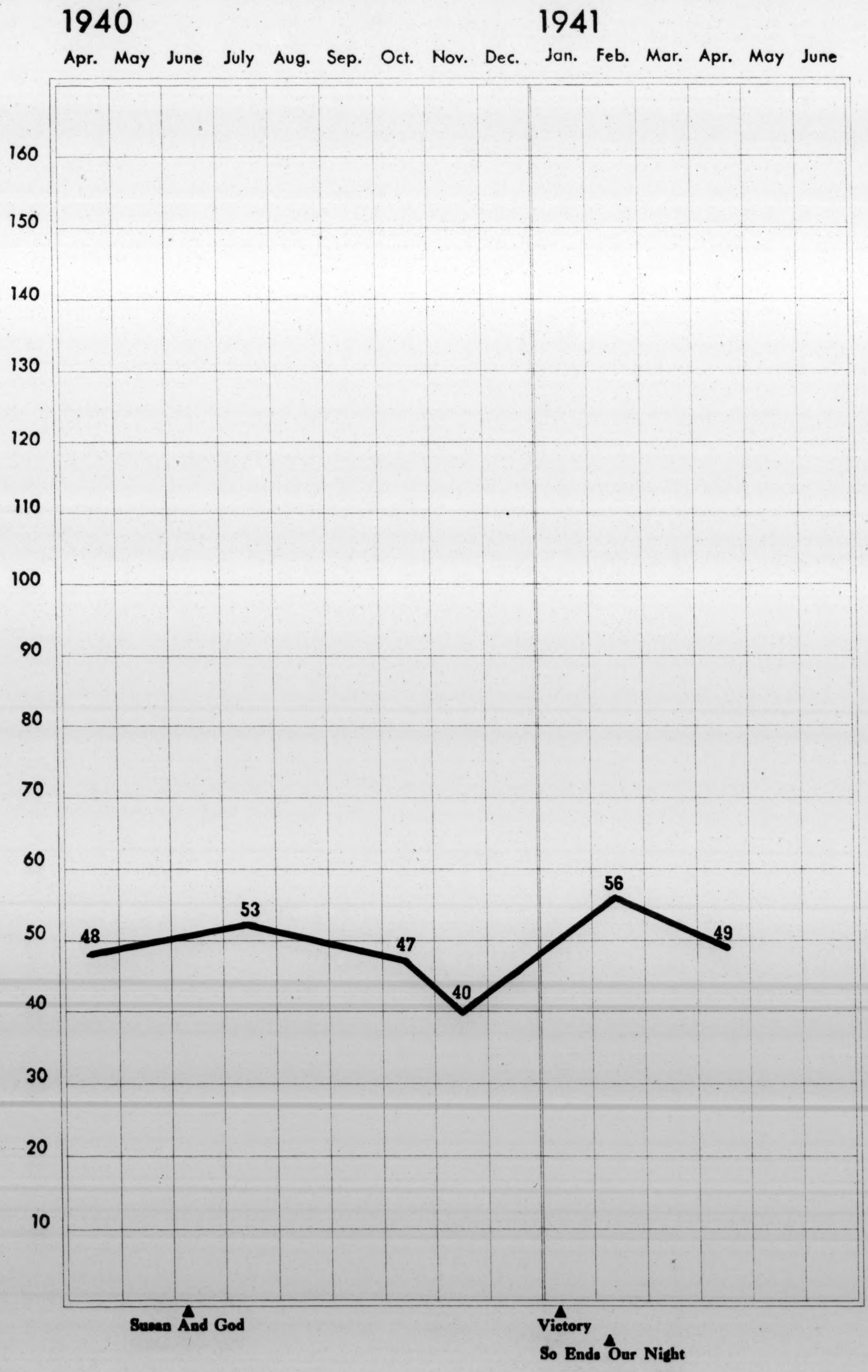


MacMURRAY, Fred 48th

MacMURRAY, Fred

February—April 1941

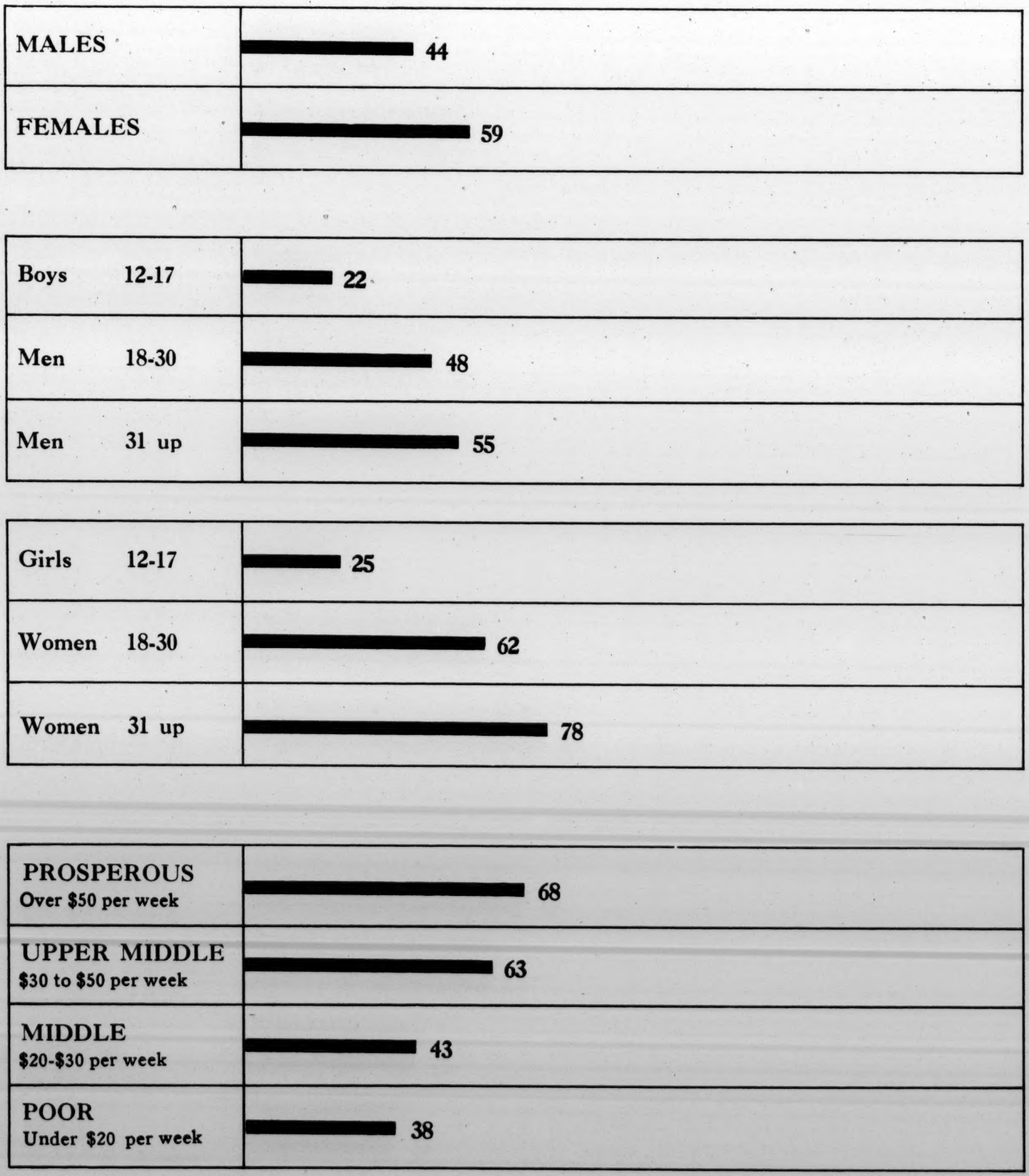


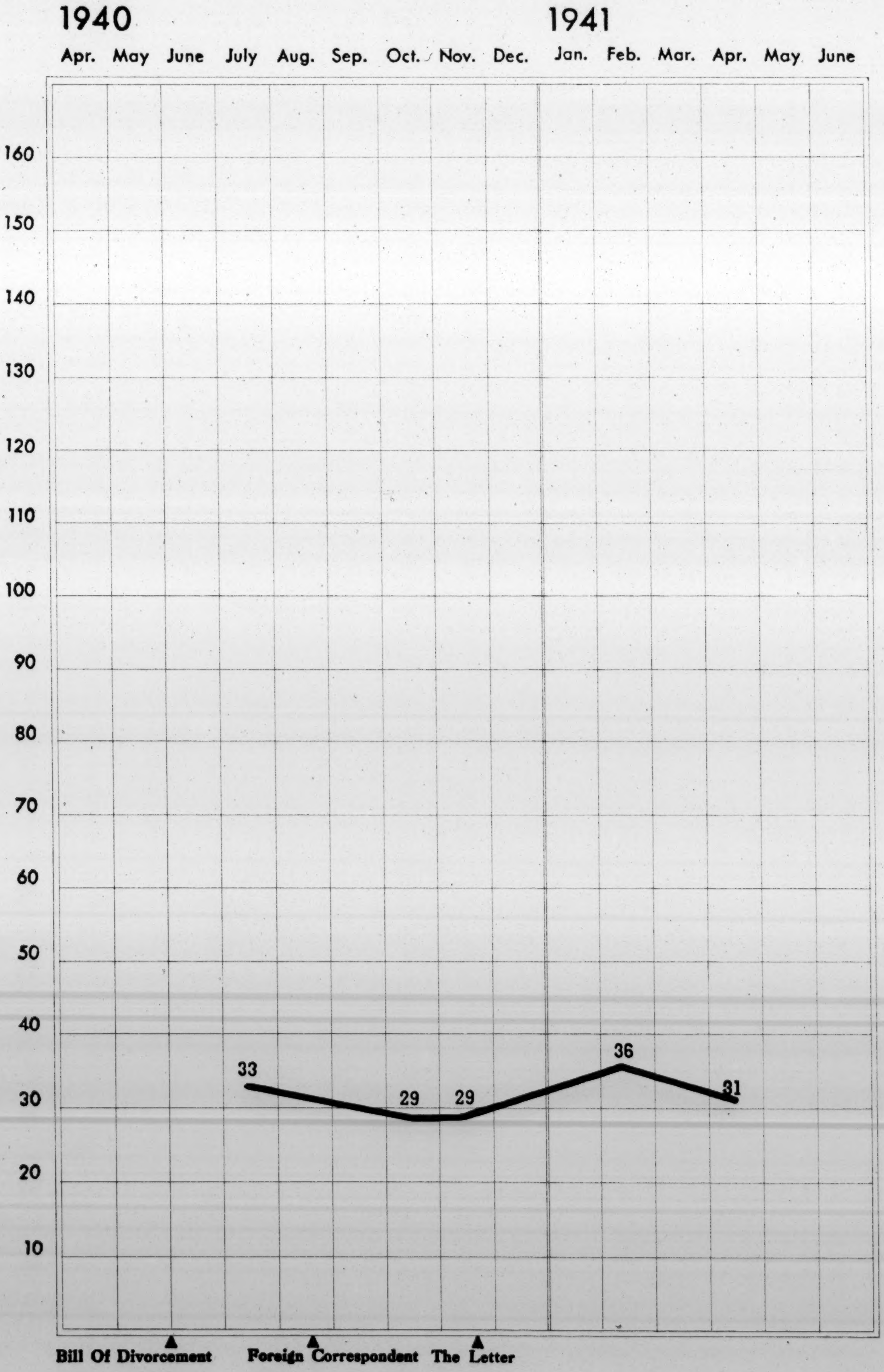


MARCH, Fredric 54th

MARCH, Fredric

February—April 1941

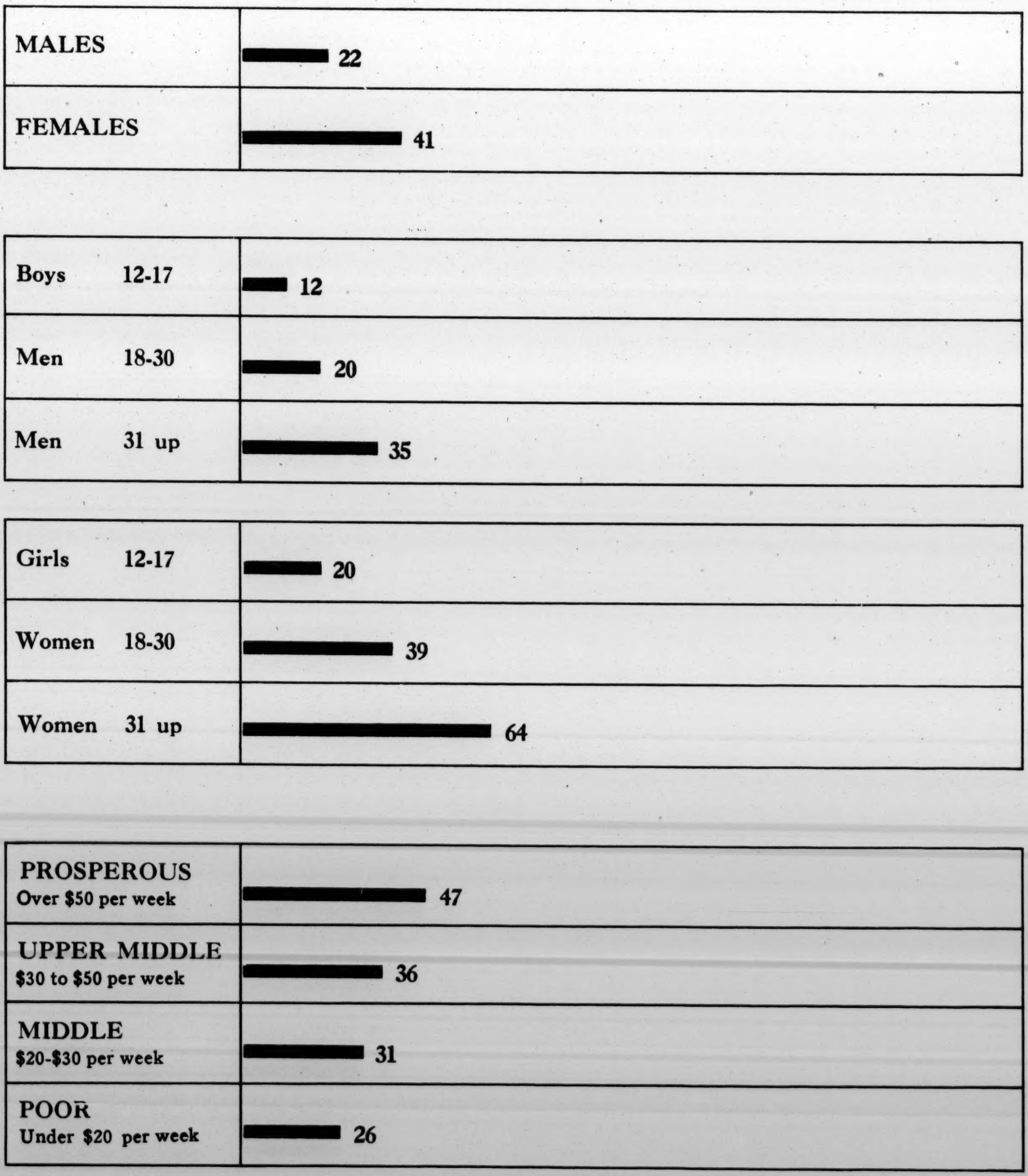




MARSHALL, Herbert 74th

MARSHALL, Herbert

February—April 1941

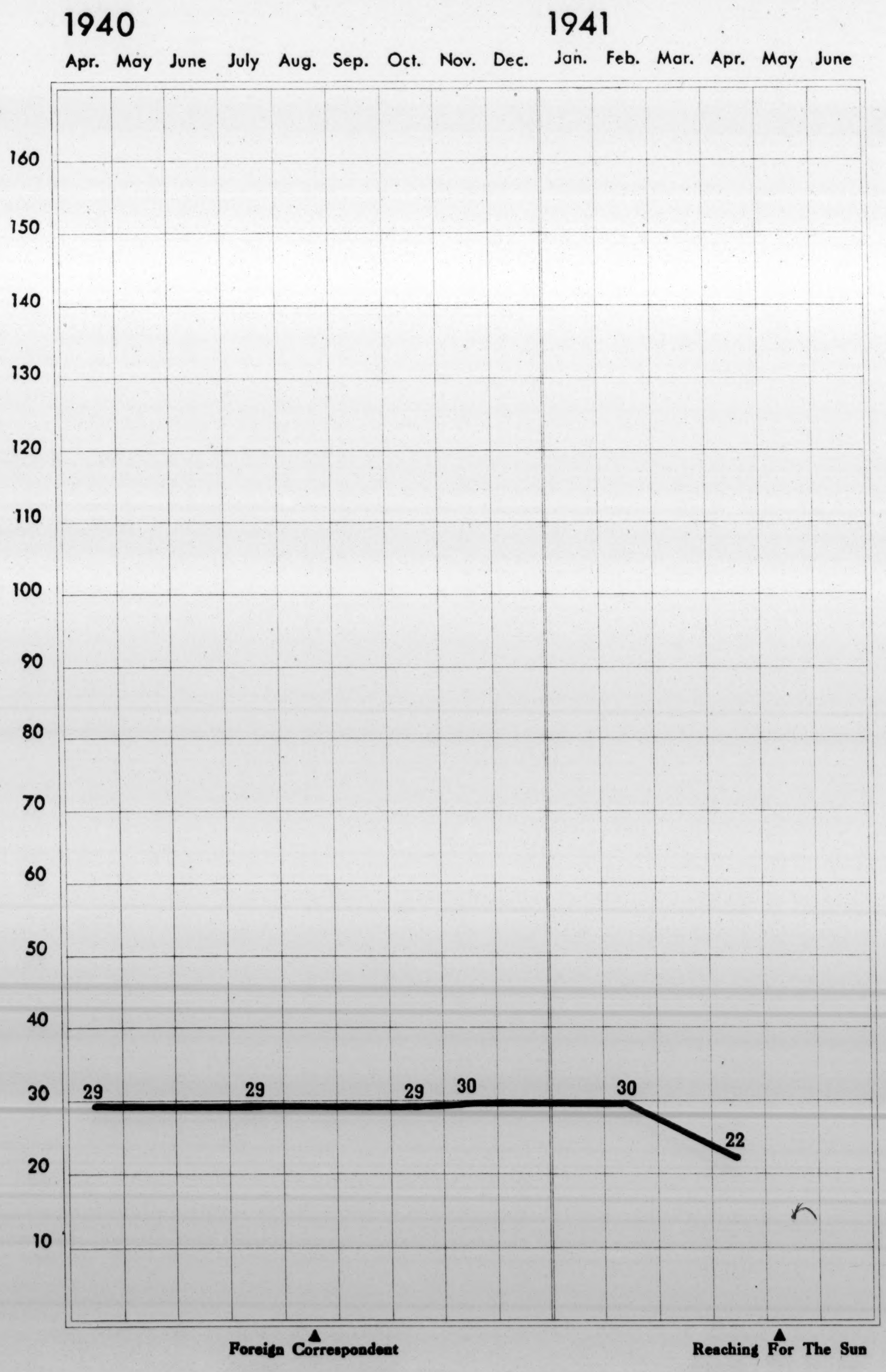


MALES	22
FEMALES	41

Boys	12-17	12
Men	18-30	20
Men	31 up	35

Girls	12-17	20
Women	18-30	39
Women	31 up	64

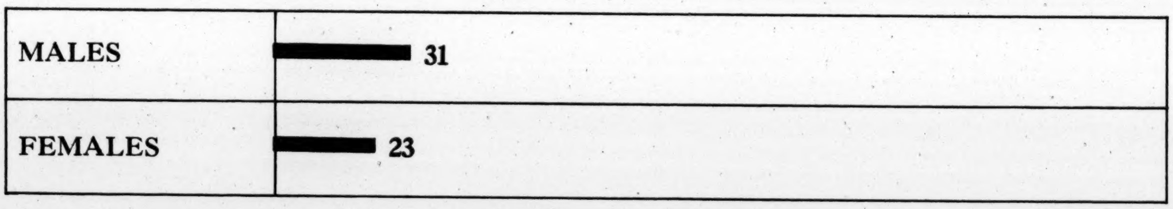
PROSPEROUS Over $50 per week	47
UPPER MIDDLE $30 to $50 per week	36
MIDDLE $20-$30 per week	31
POOR Under $20 per week	26

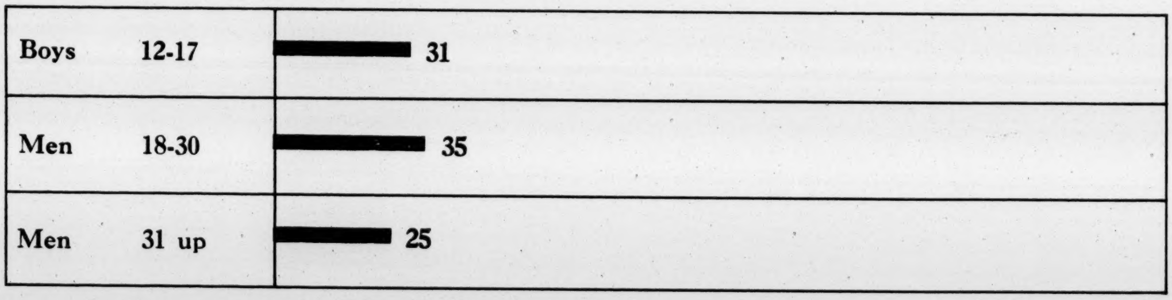


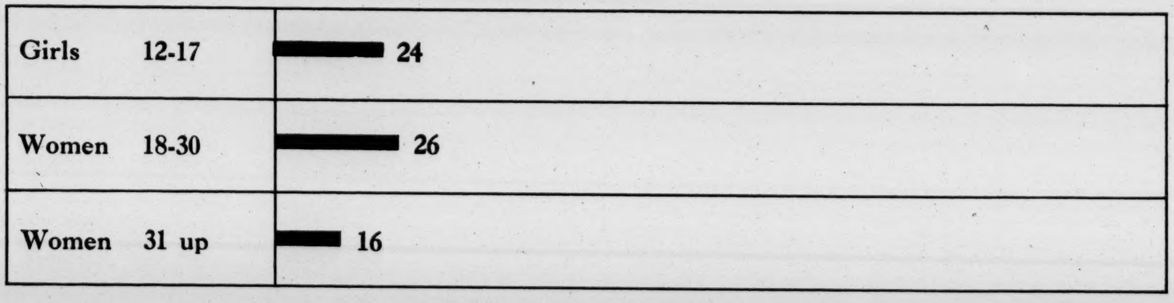
McCREA, Joel 91st

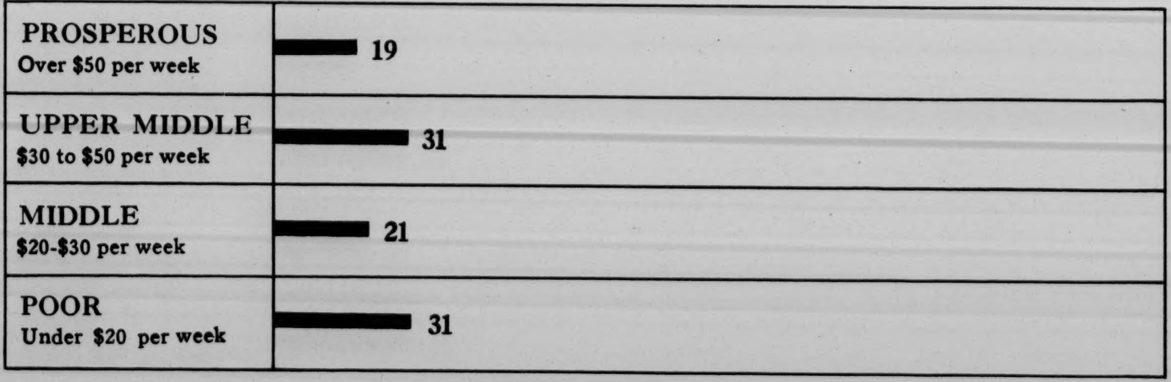
McCREA, Joel

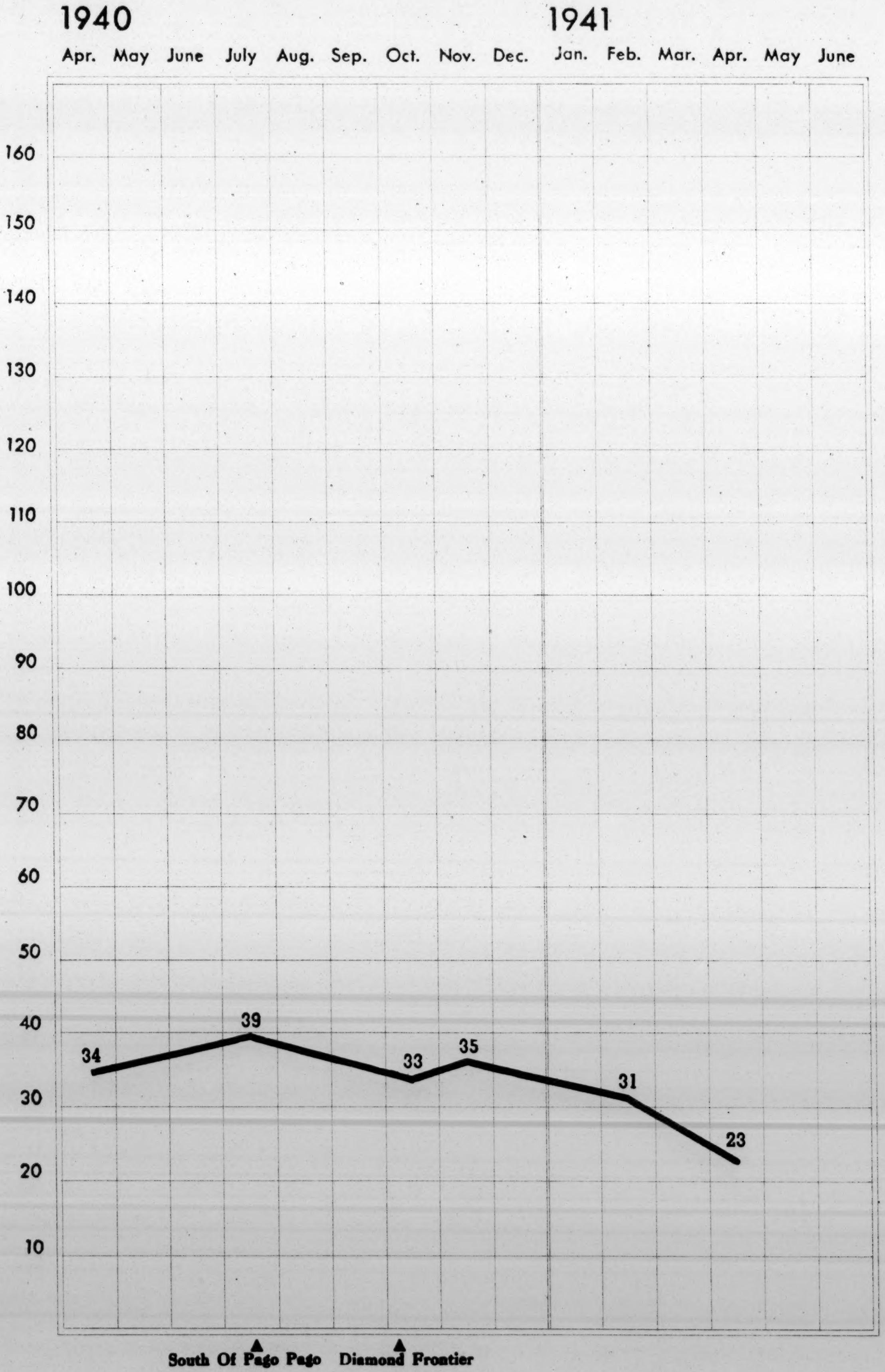
February—April 1941







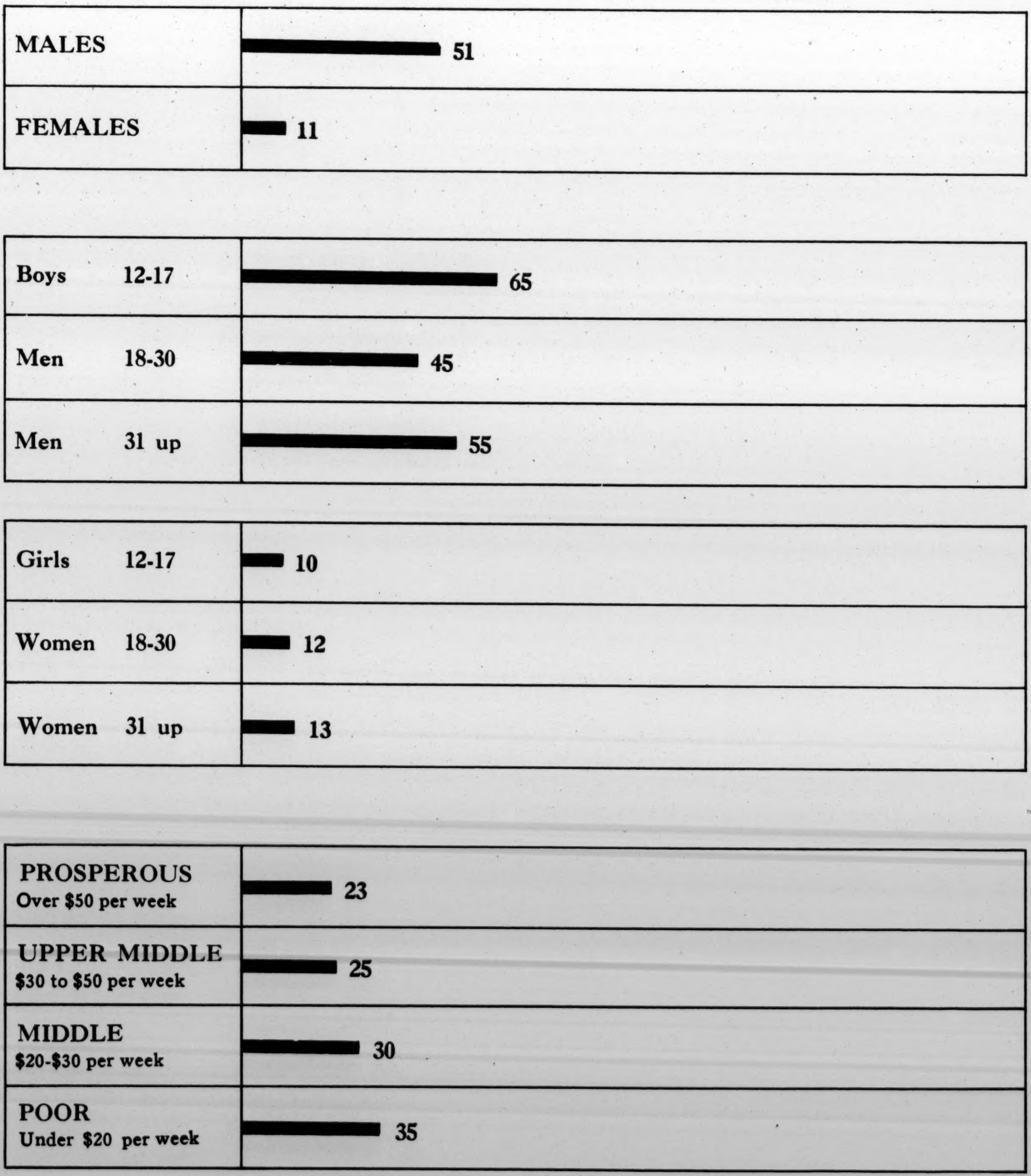


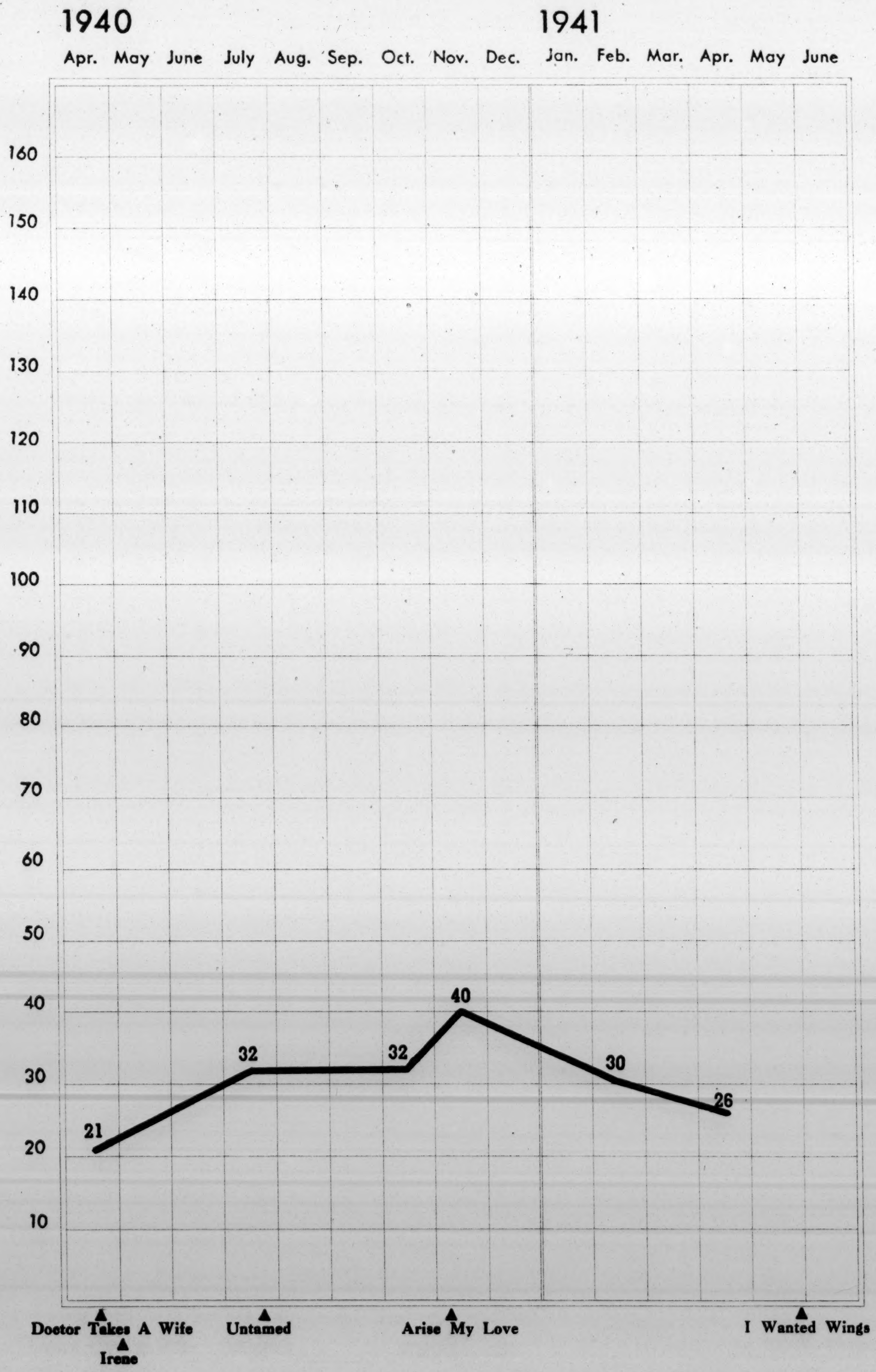


McLAGLEN, Victor 89th

McLAGLEN, Victor

February—April 1941

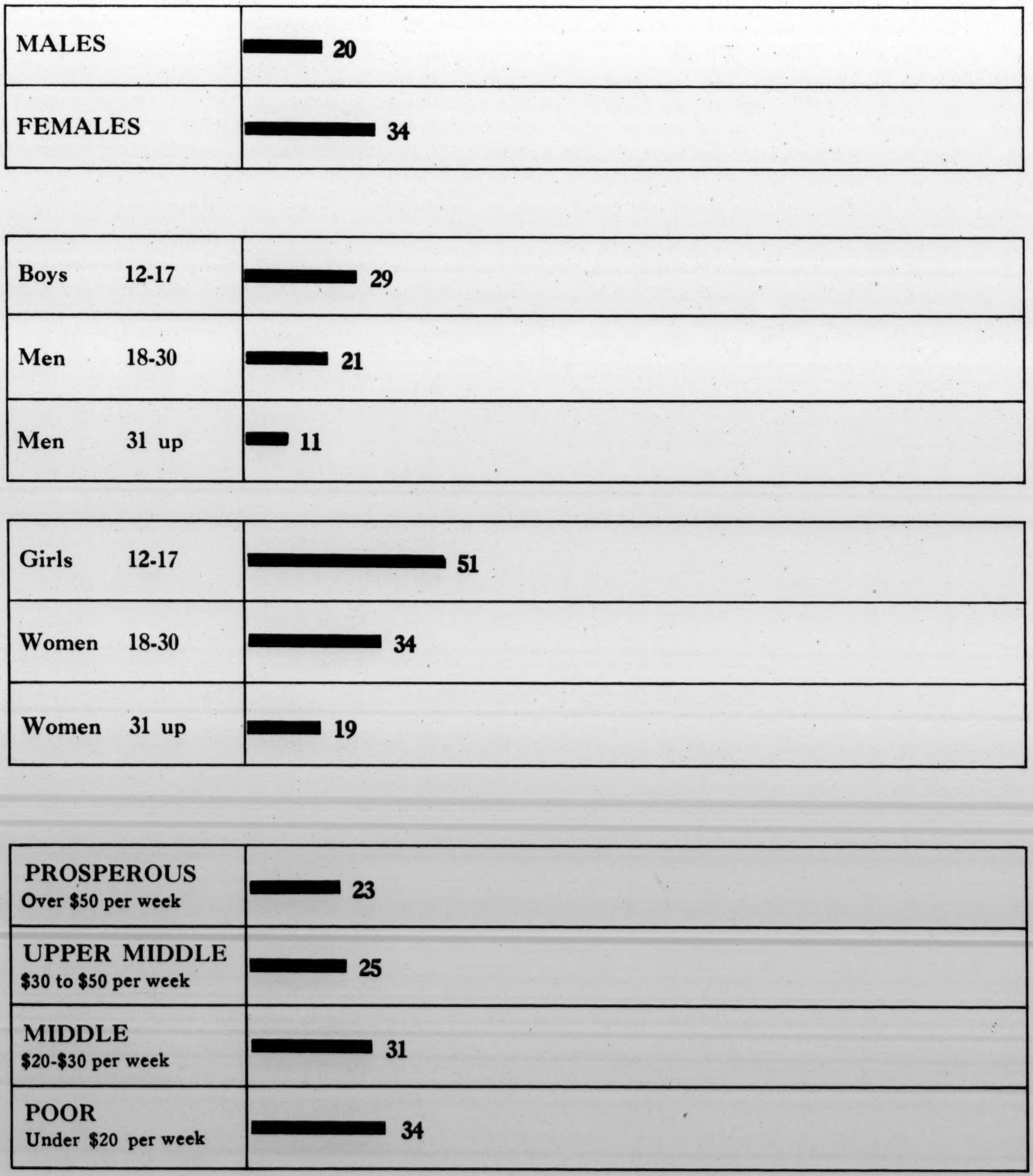


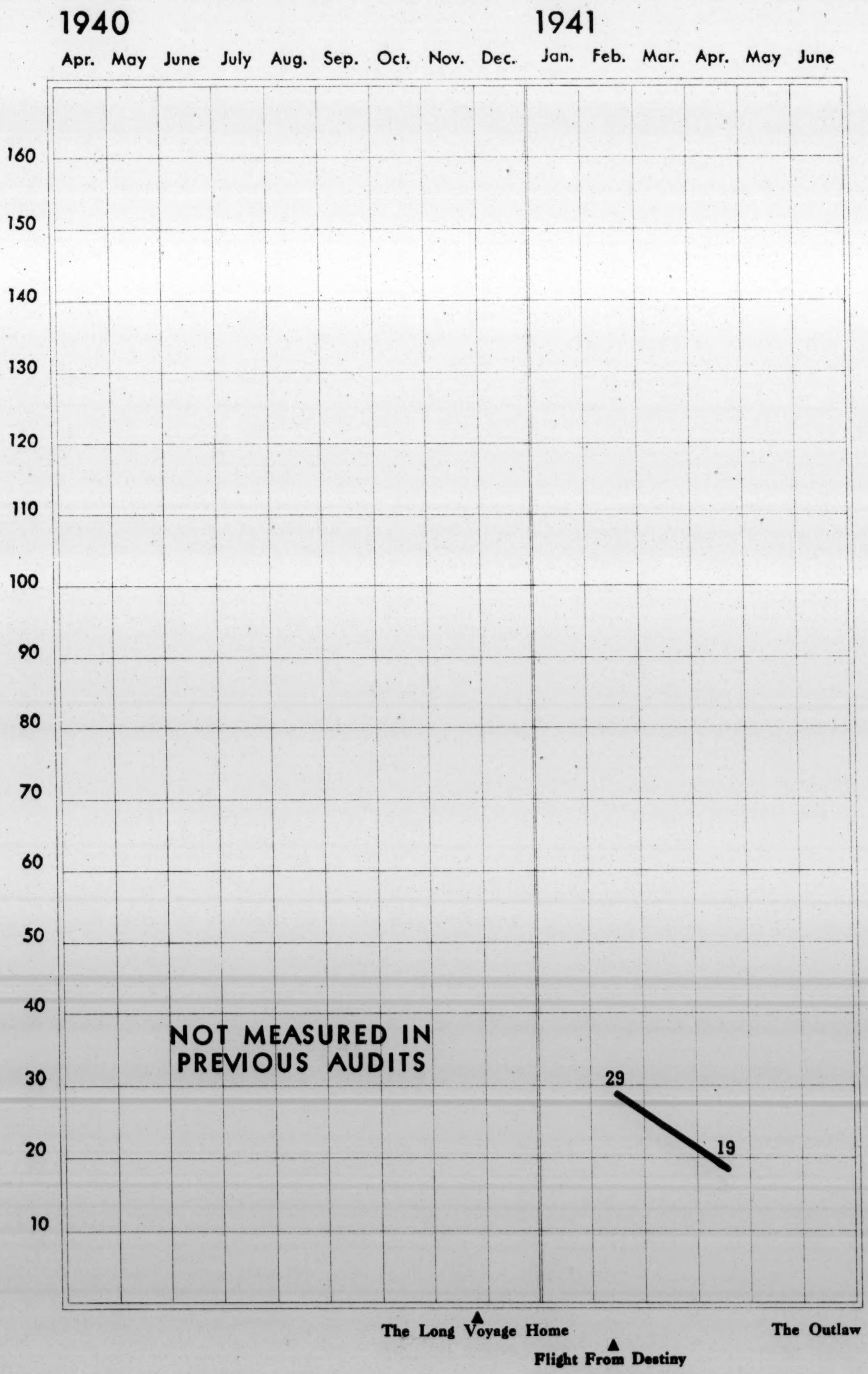


MILLAND, Ray 81st

MILLAND, Ray

February—April 1941

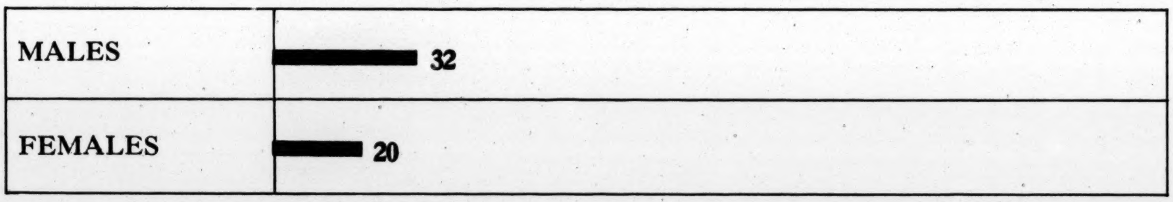


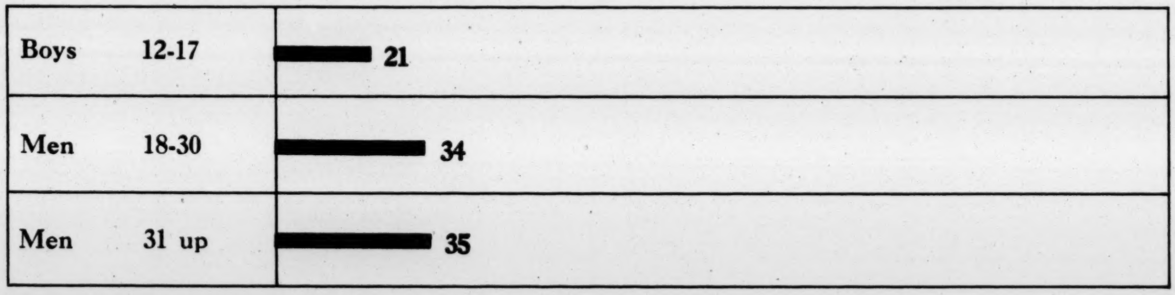


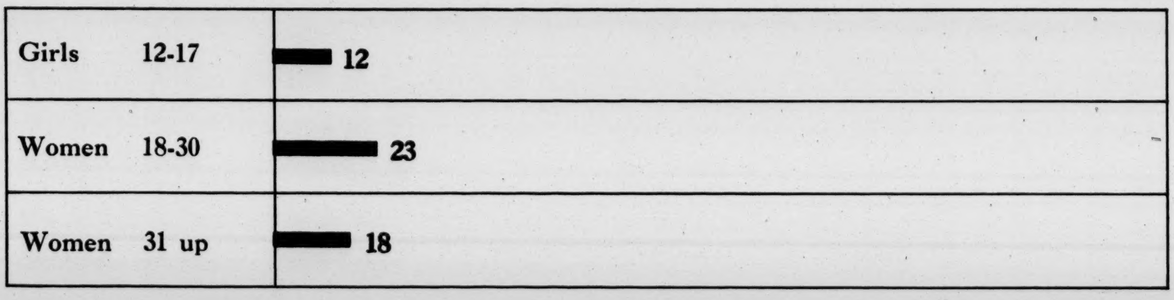
MITCHELL, Thomas 99th

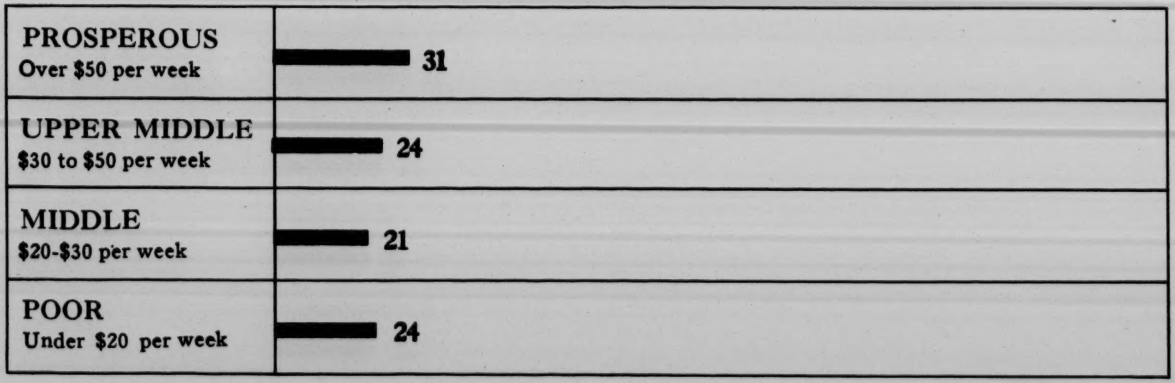
MITCHELL, Thomas

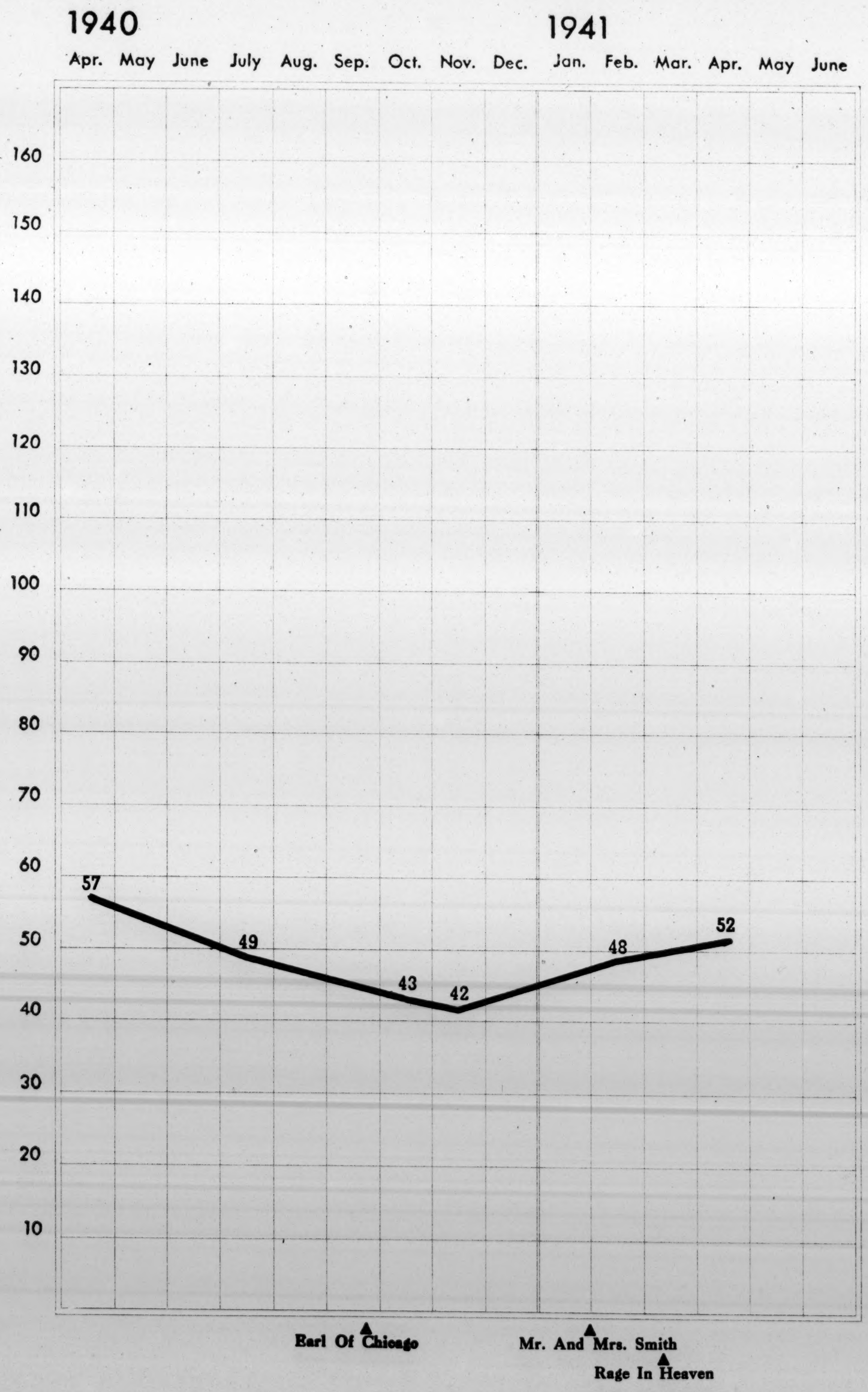
February—April 1941







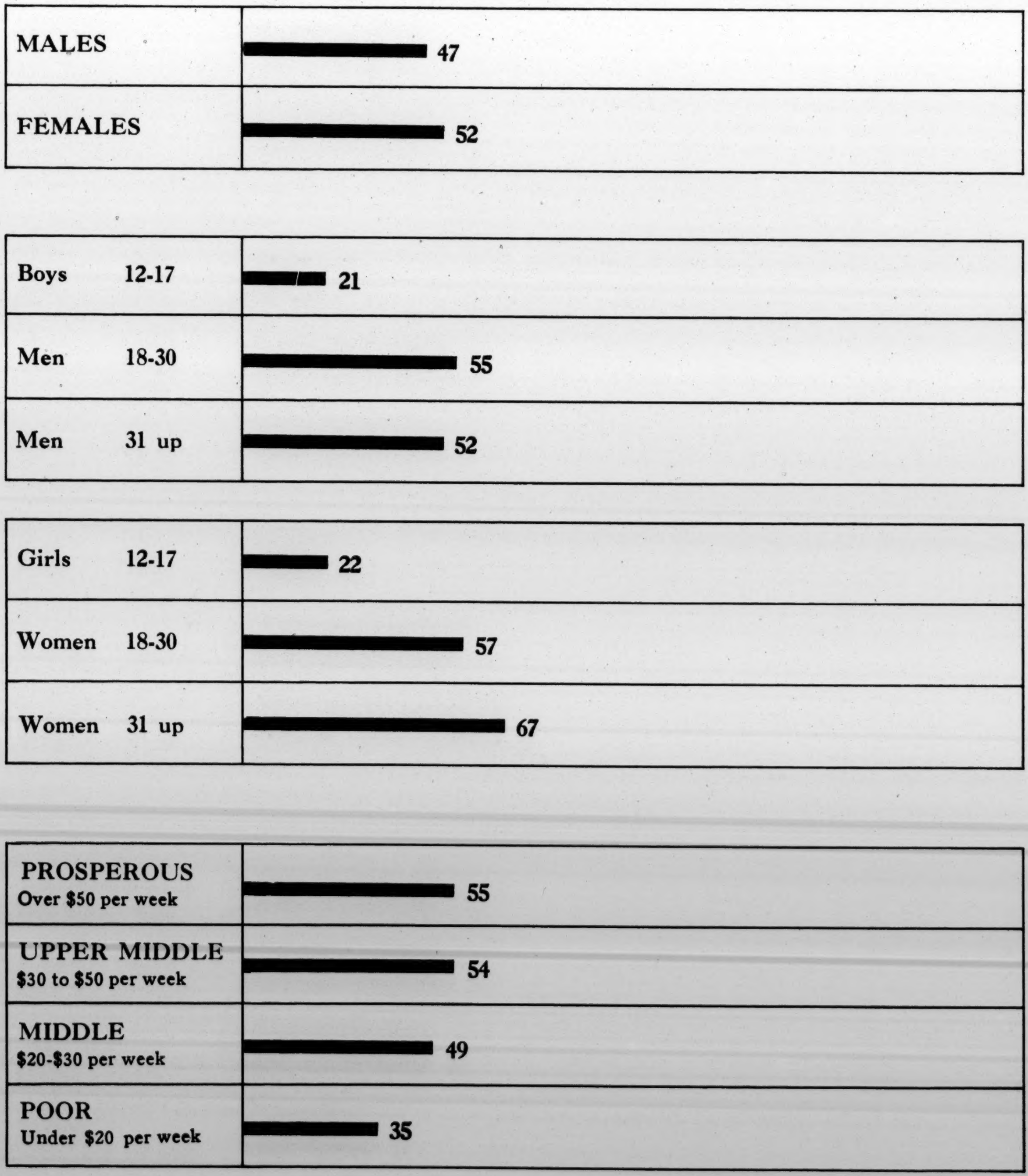


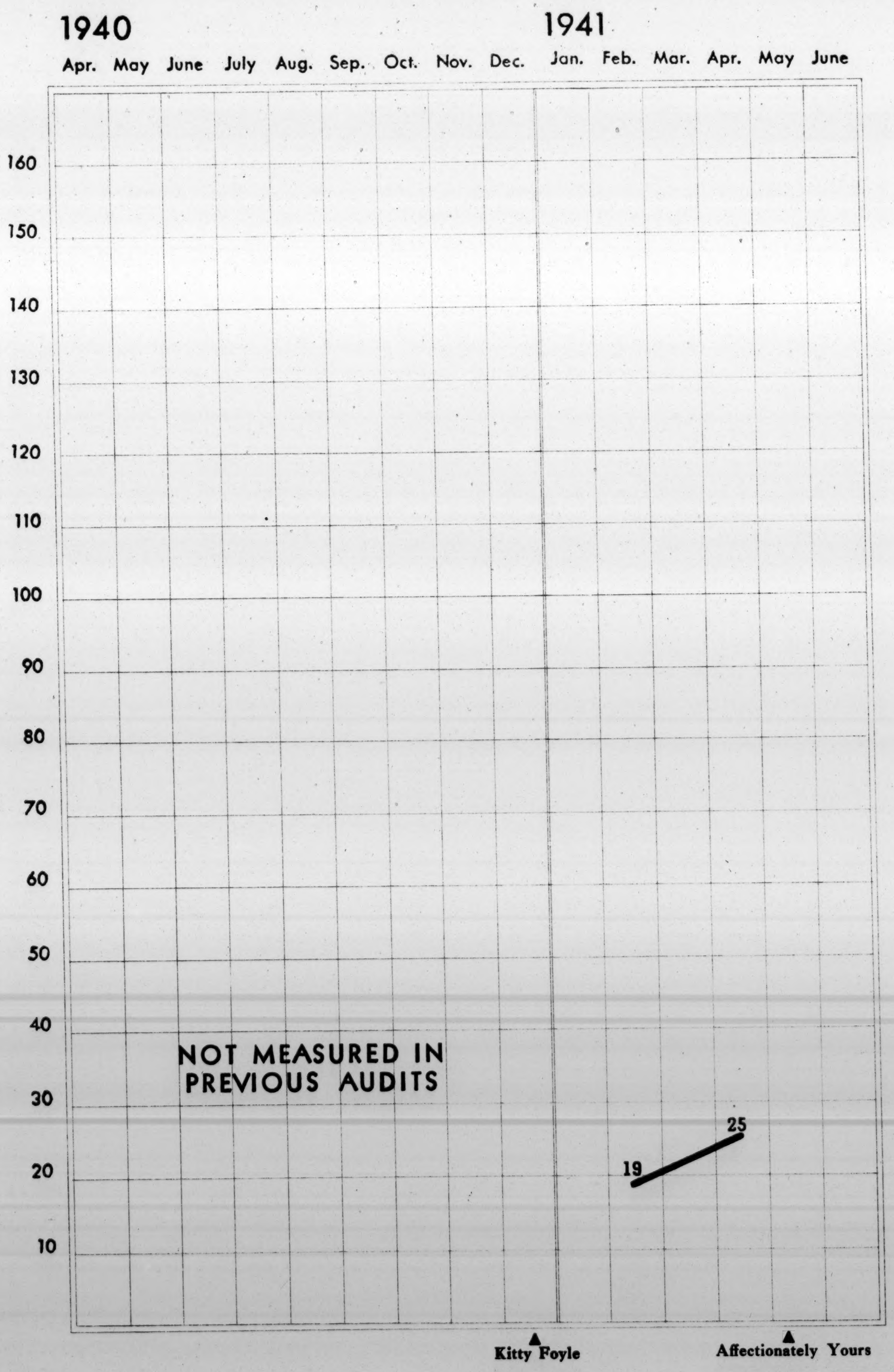


MONTGOMERY, Robert 47th

MONTGOMERY, Robert

February—April 1941

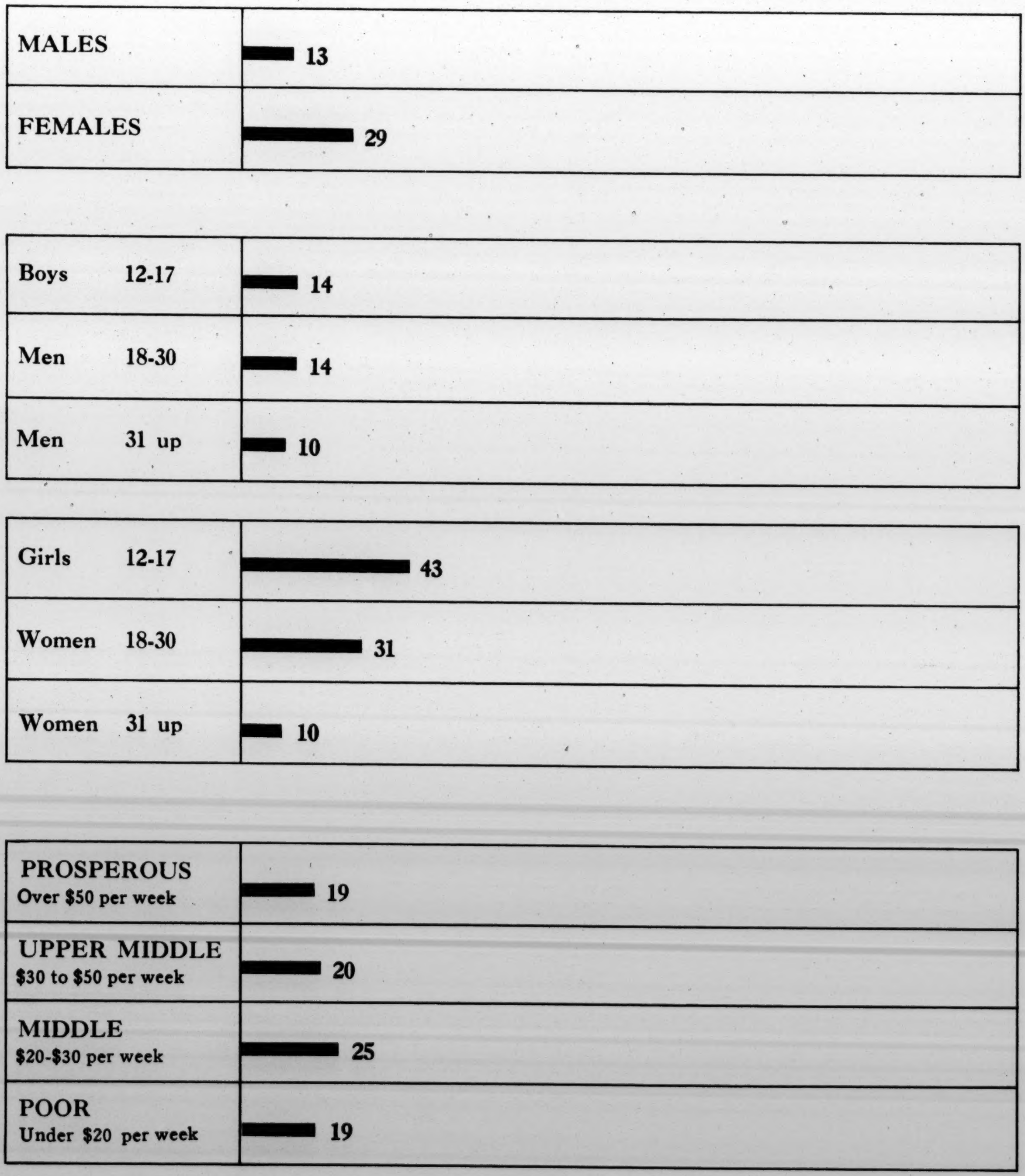


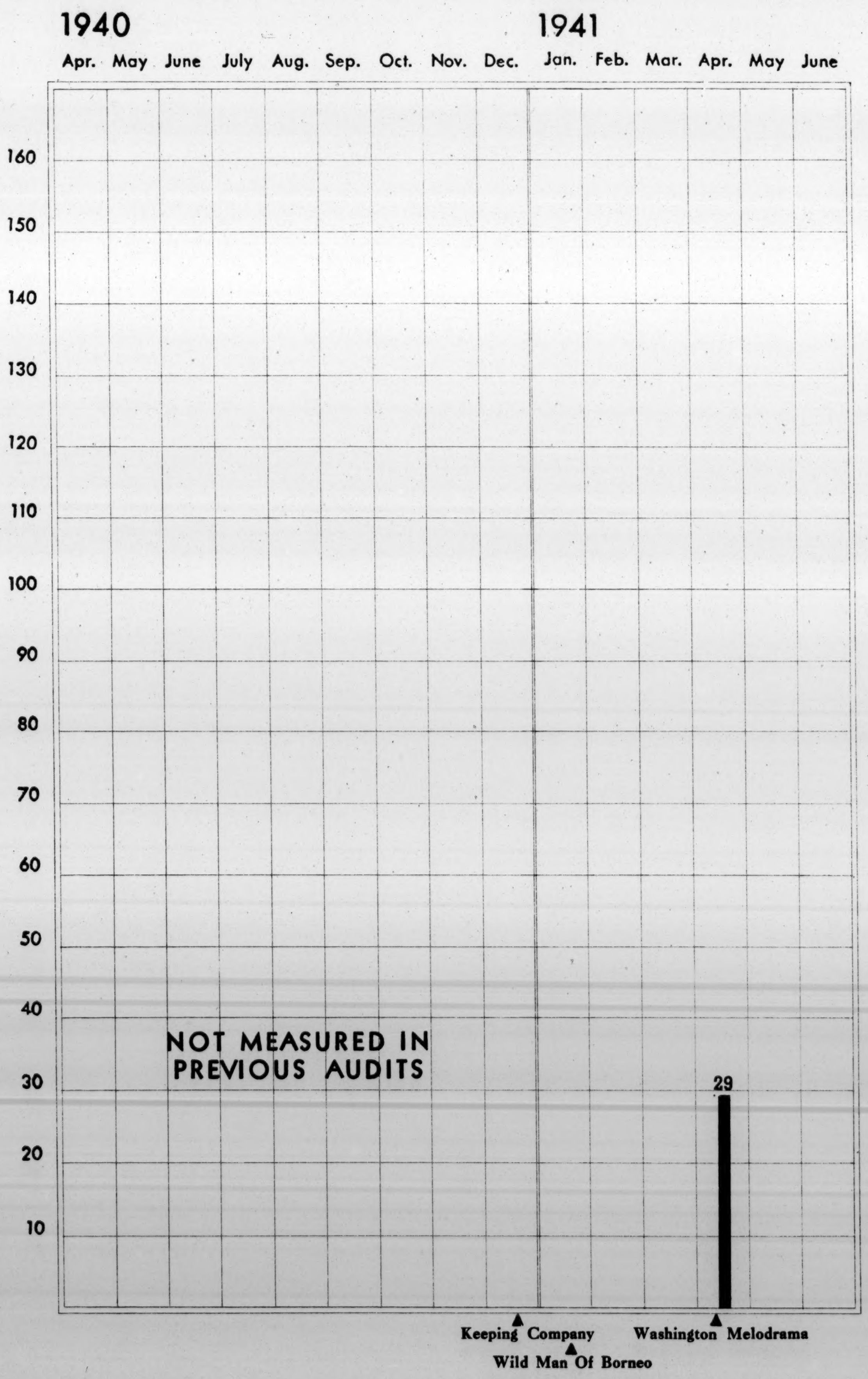


MORGAN, Dennis 84th

MORGAN, Dennis

February—April 1941

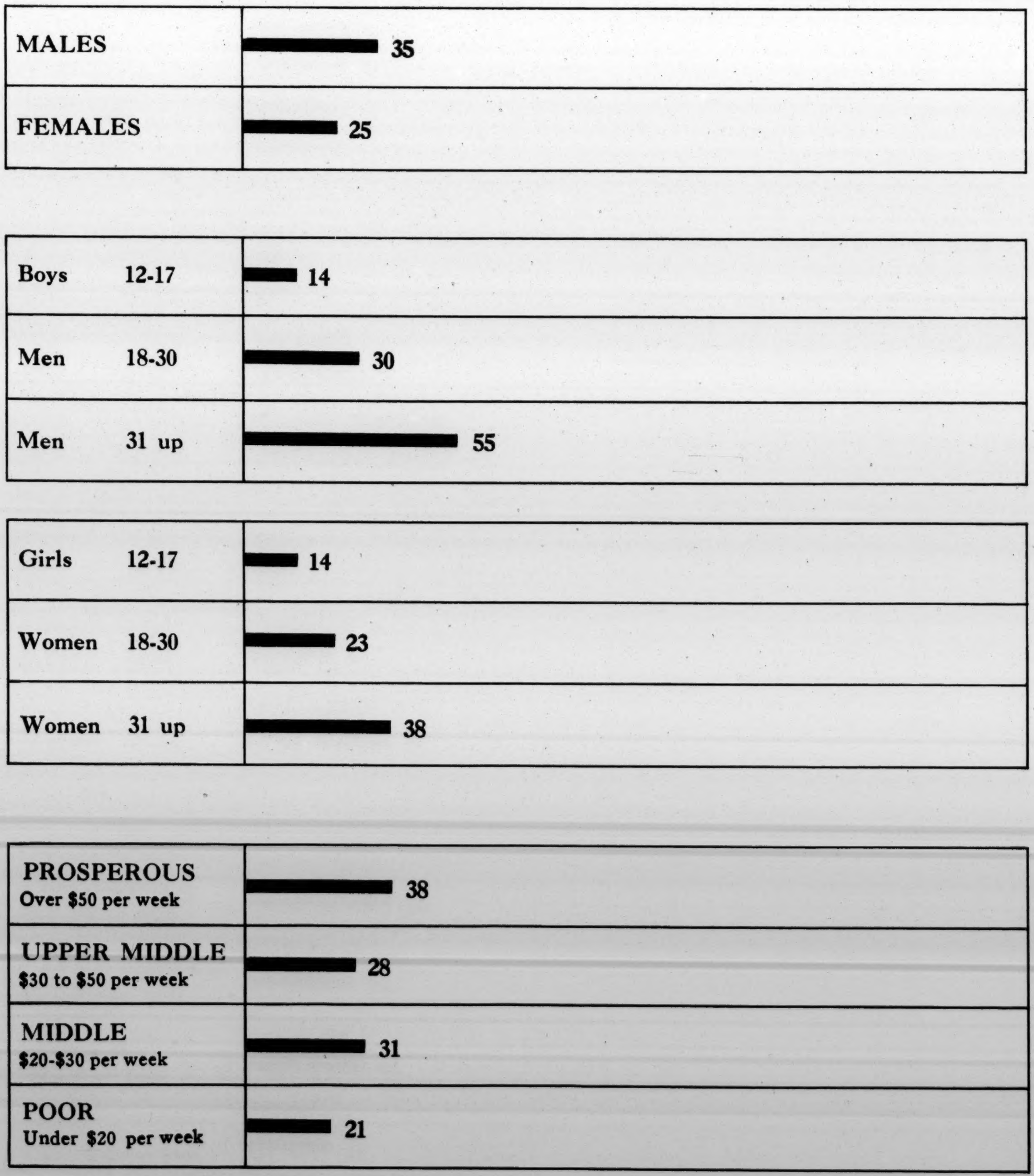


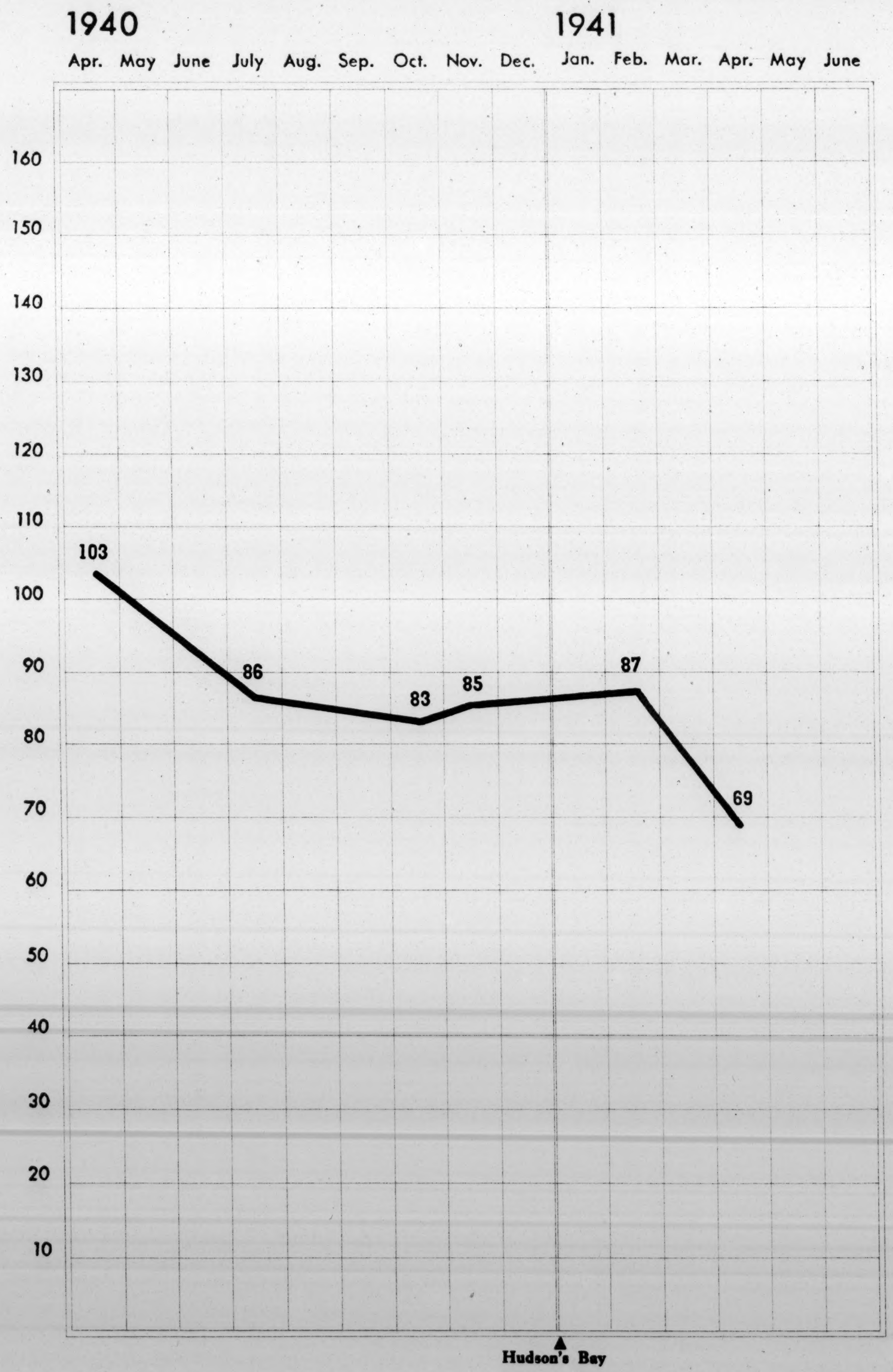


MORGAN, Frank 77th

MORGAN, Frank

February—April 1941

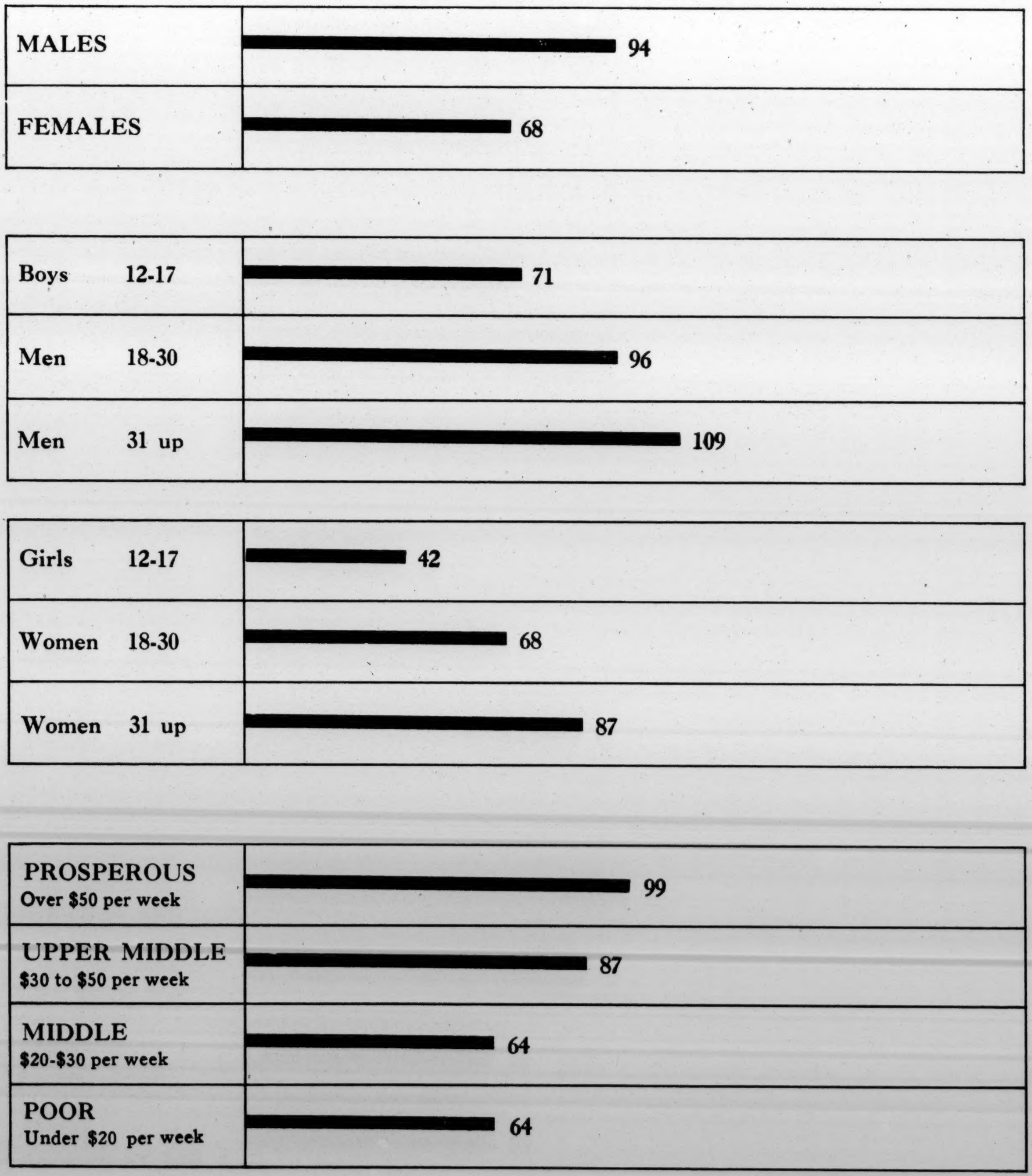


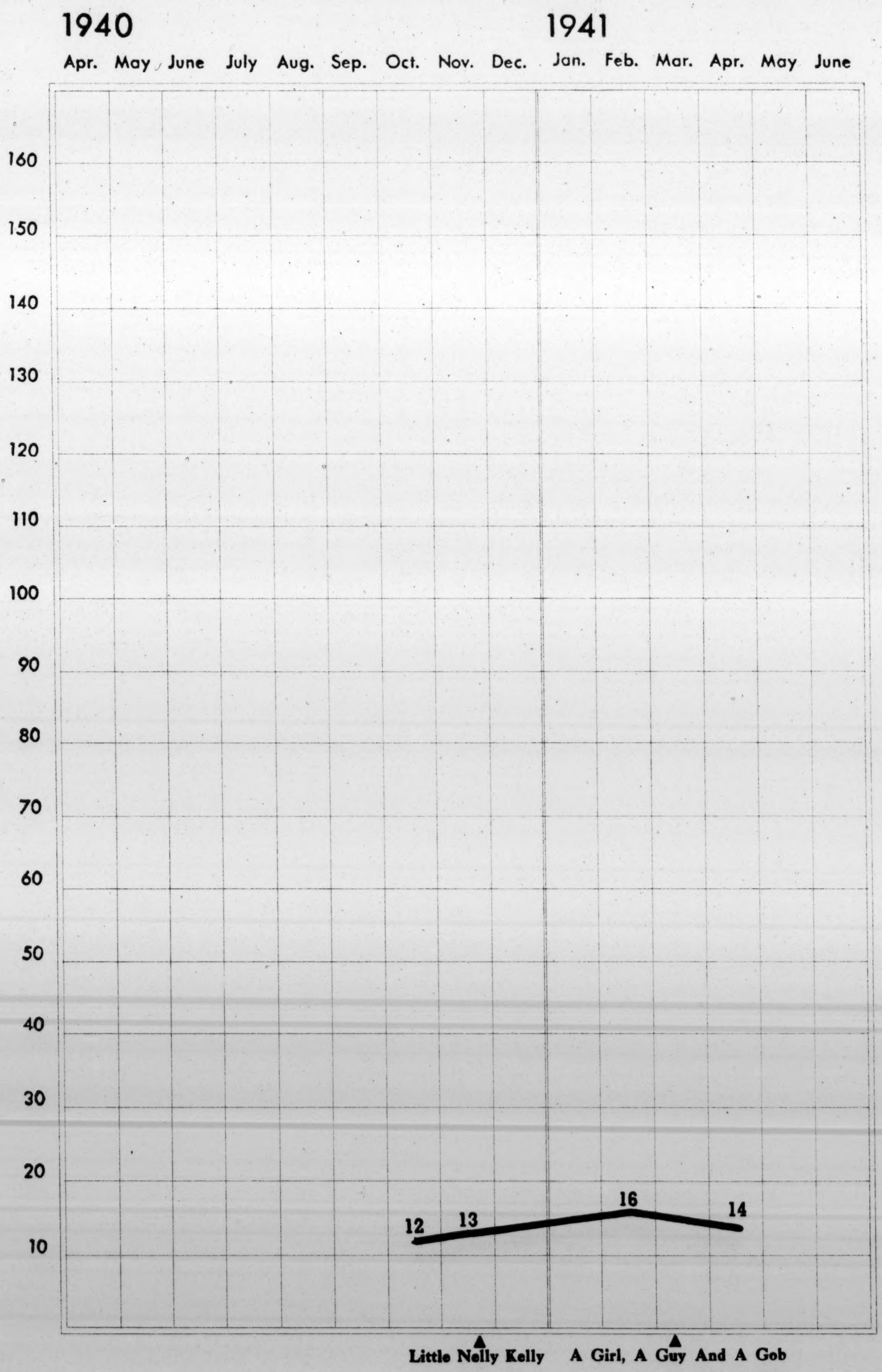


MUNI, Paul 23rd

MUNI, Paul

February—April 1941





MURPHY, George 107th

MURPHY, George

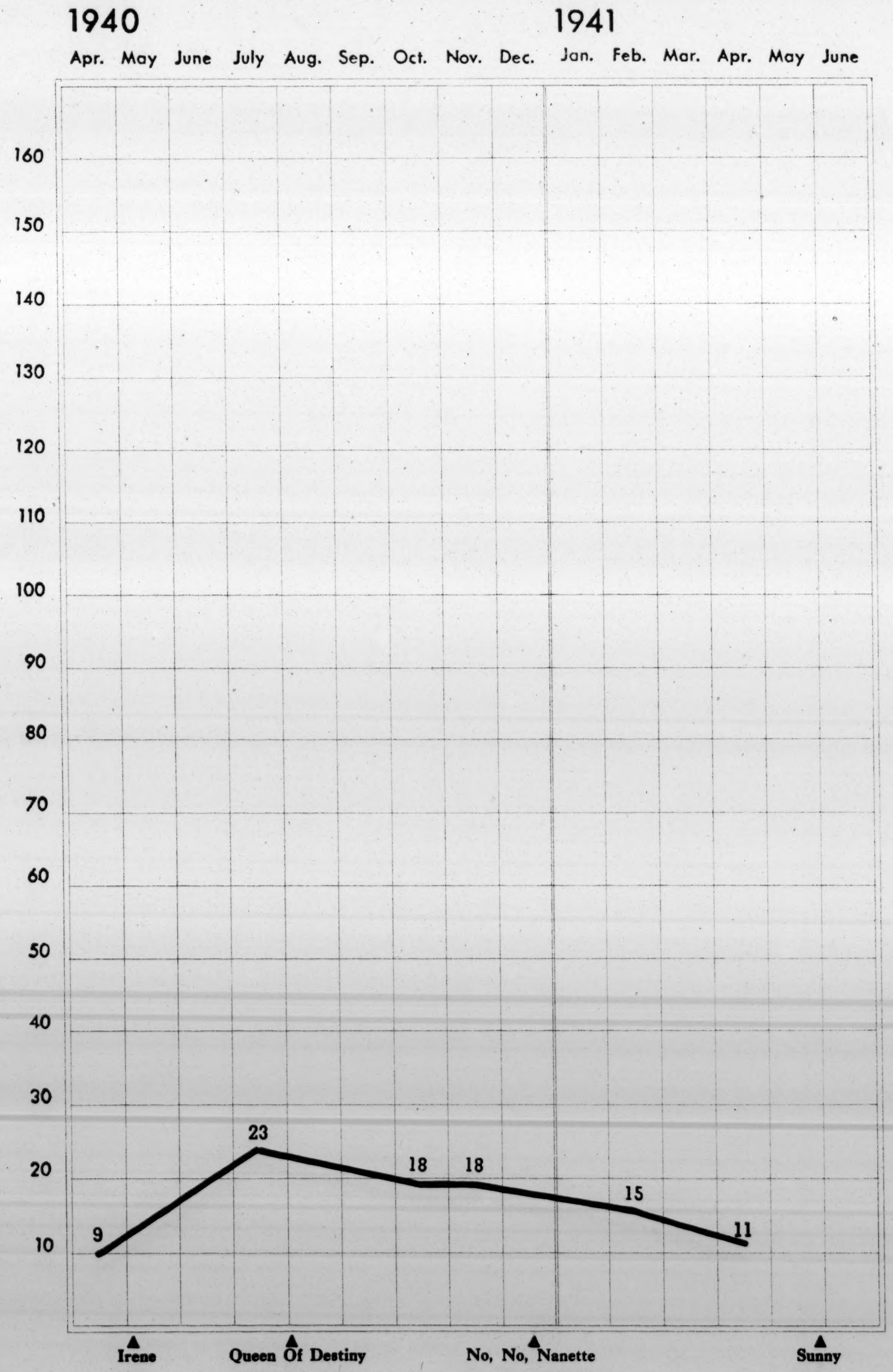
February—April 1941

MALES	15
FEMALES	16

Boys	12-17	14
Men	18-30	17
Men	31 up	8

Girls	12-17	24
Women	18-30	17
Women	31 up	9

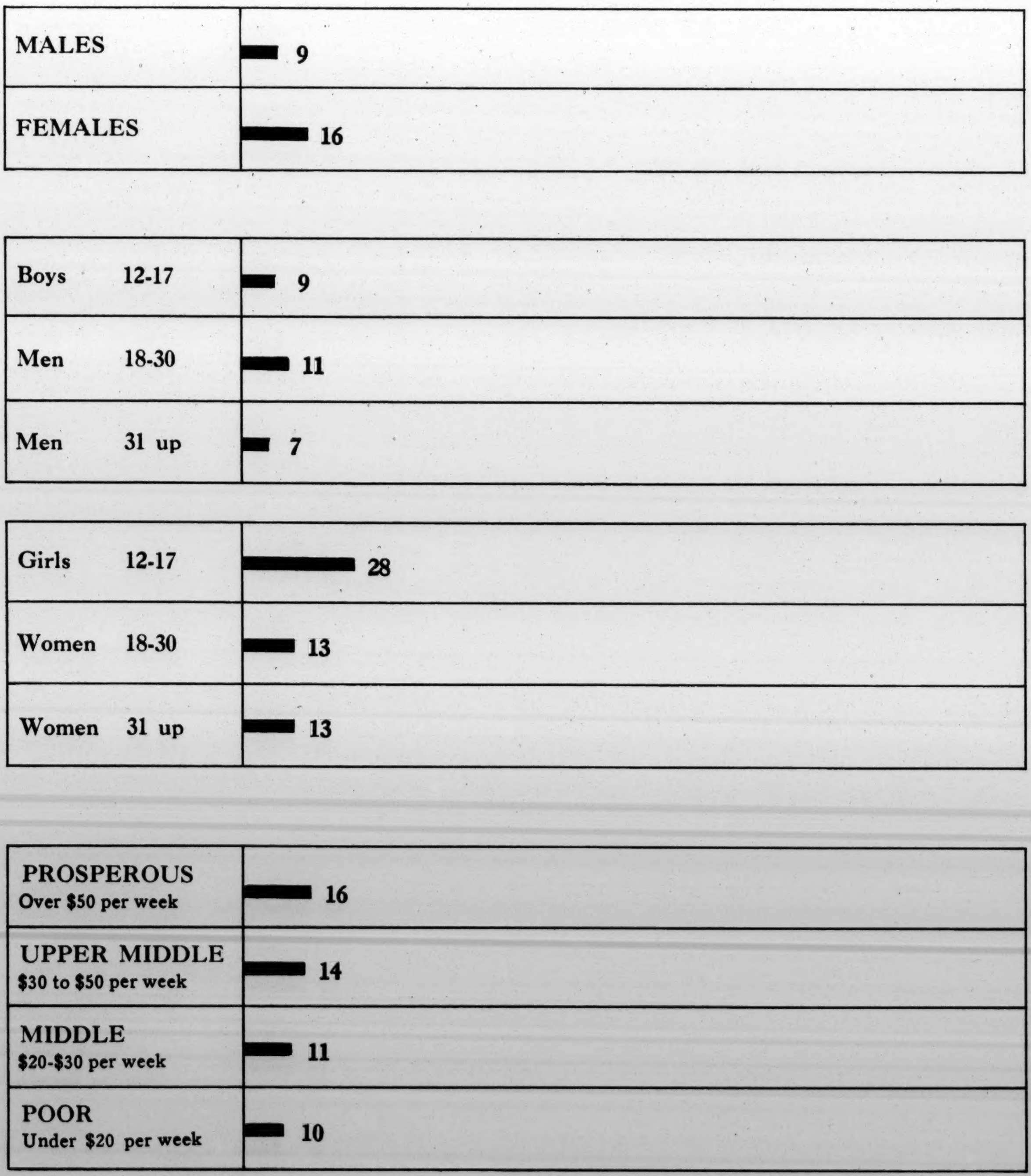
PROSPEROUS Over $50 per week	10
UPPER MIDDLE $30 to $50 per week	13
MIDDLE $20-$30 per week	17
POOR Under $20 per week	18

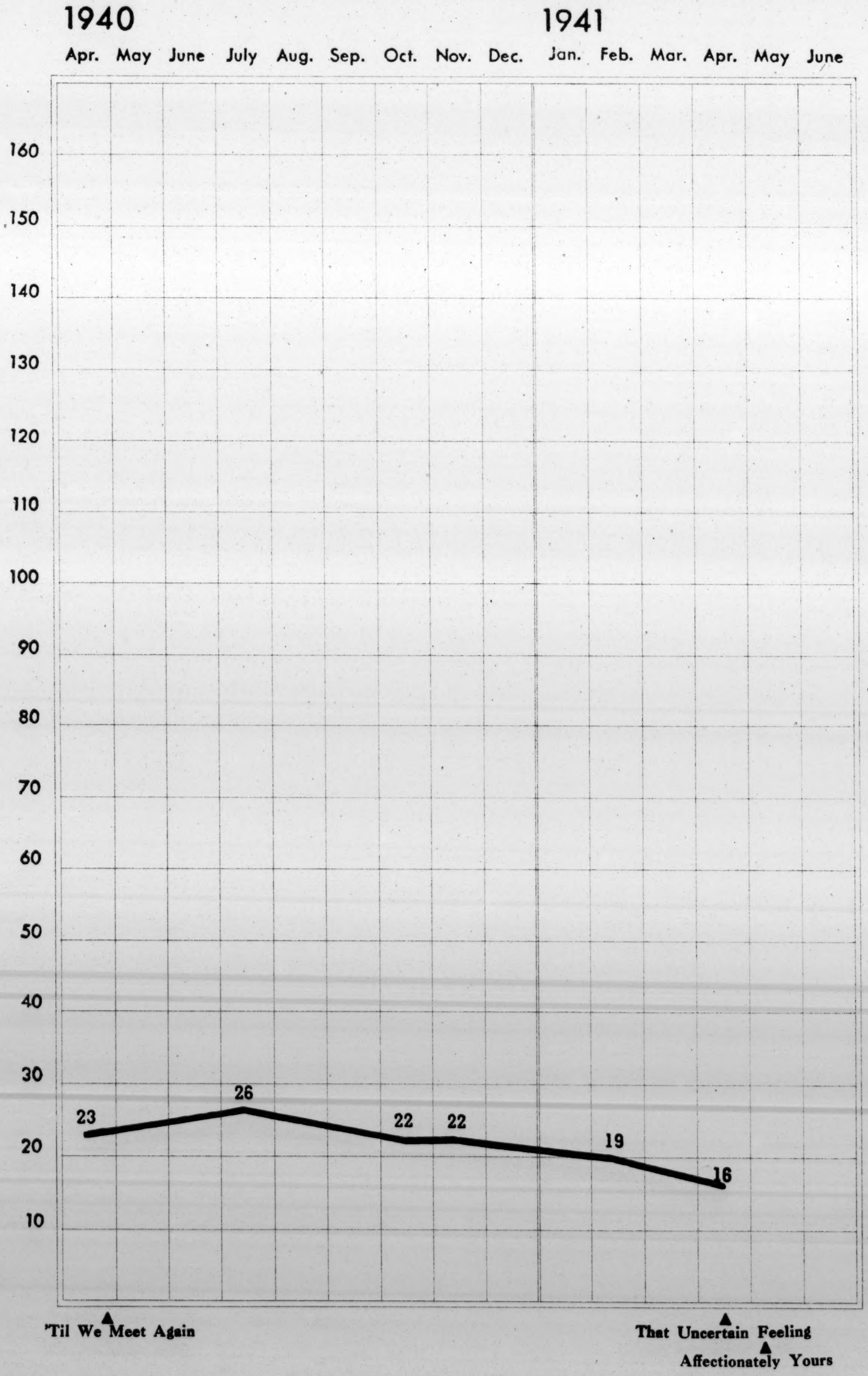


NEAGLE, Anna 109th

NEAGLE, Anna

February—April 1941

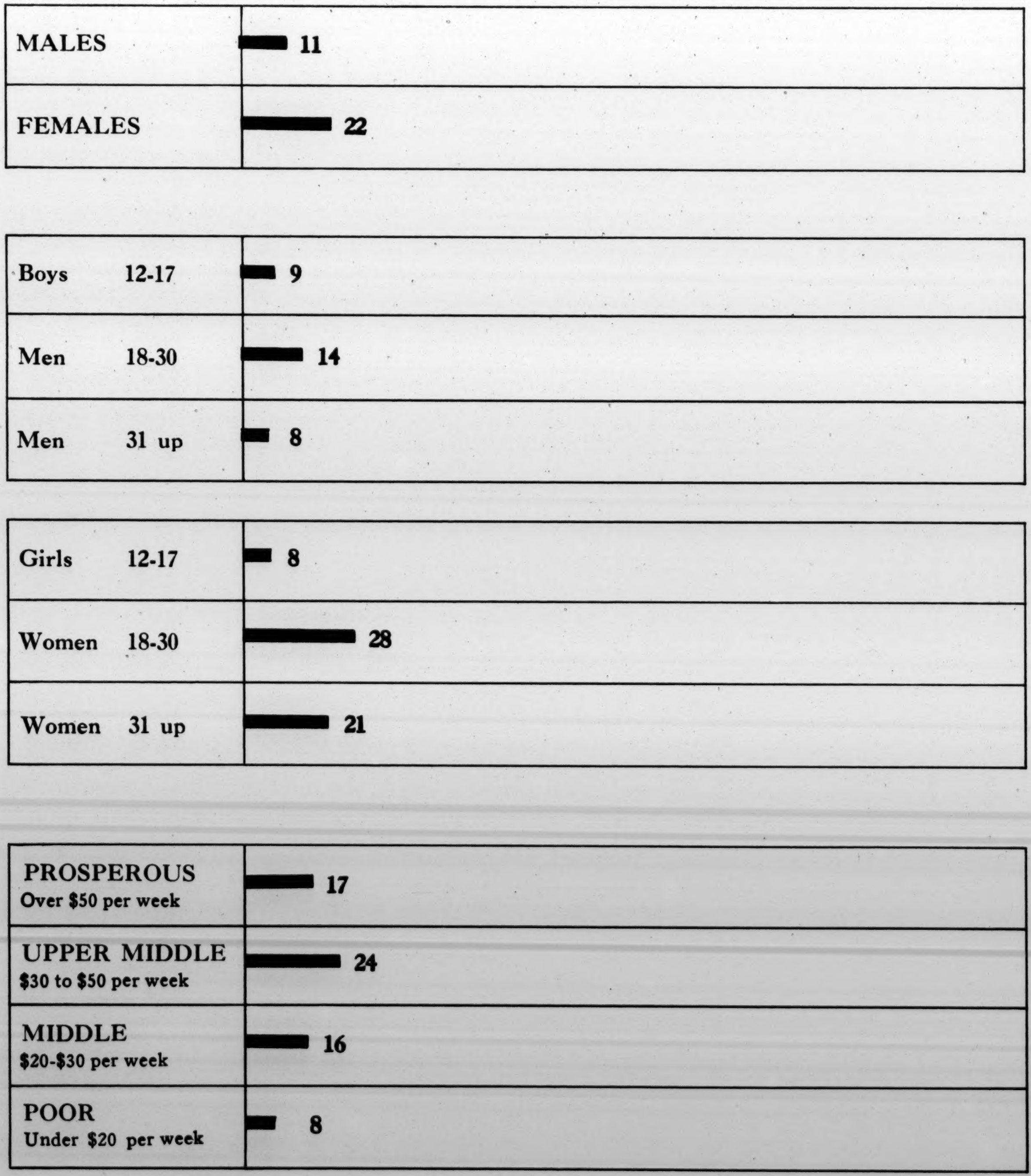


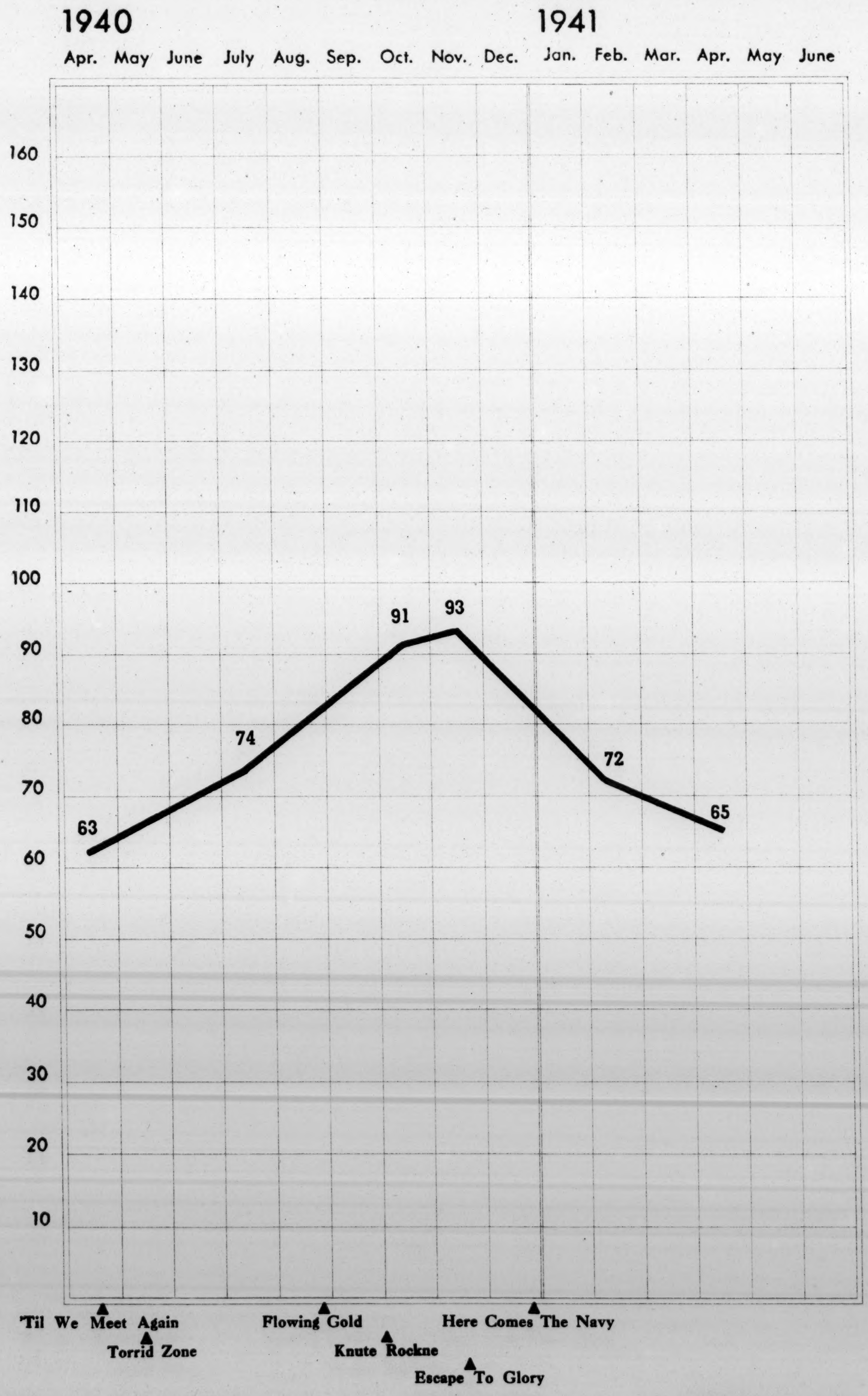


OBERON, Merle 104th

OBERON, Merle

February—April 1941

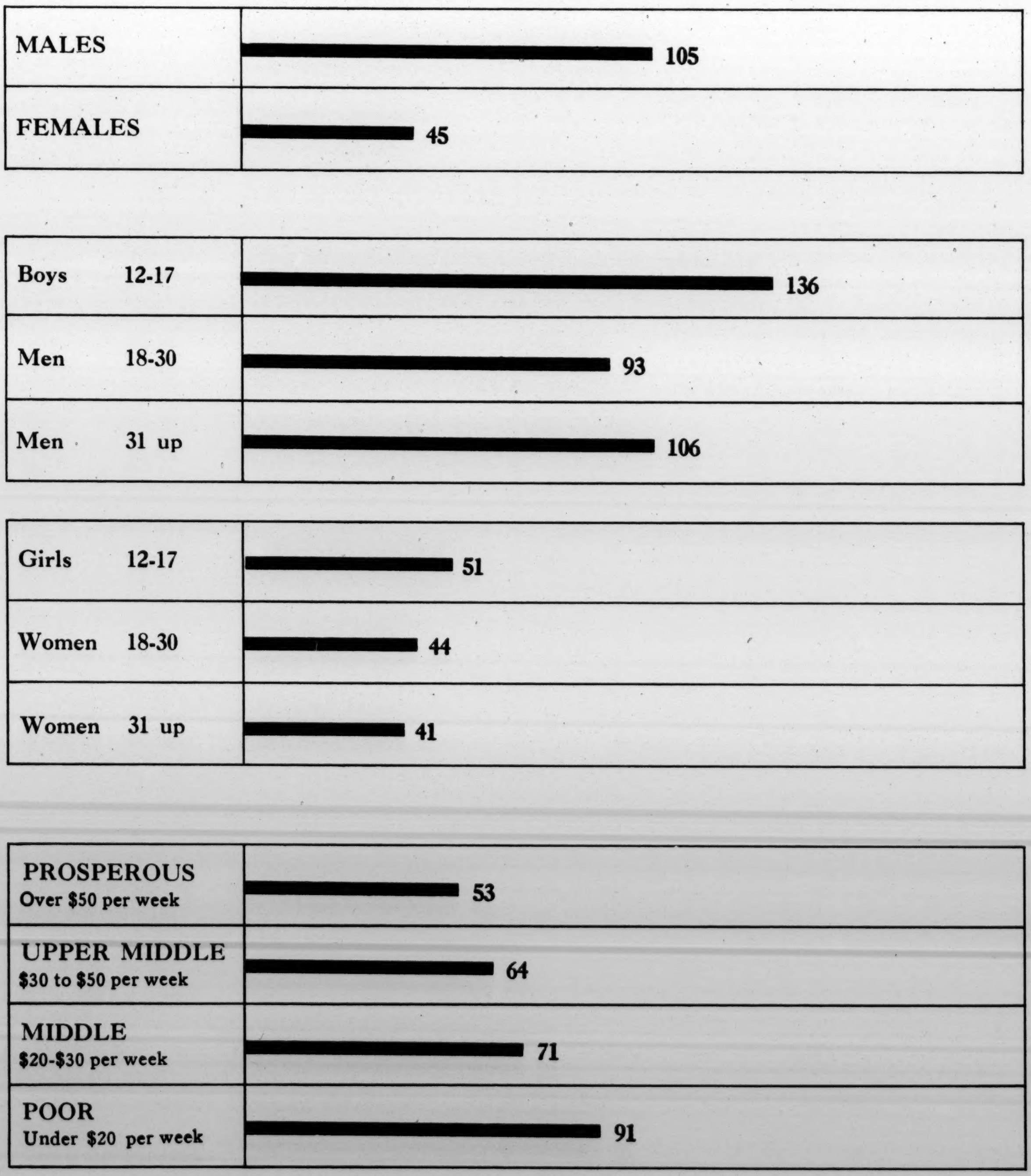


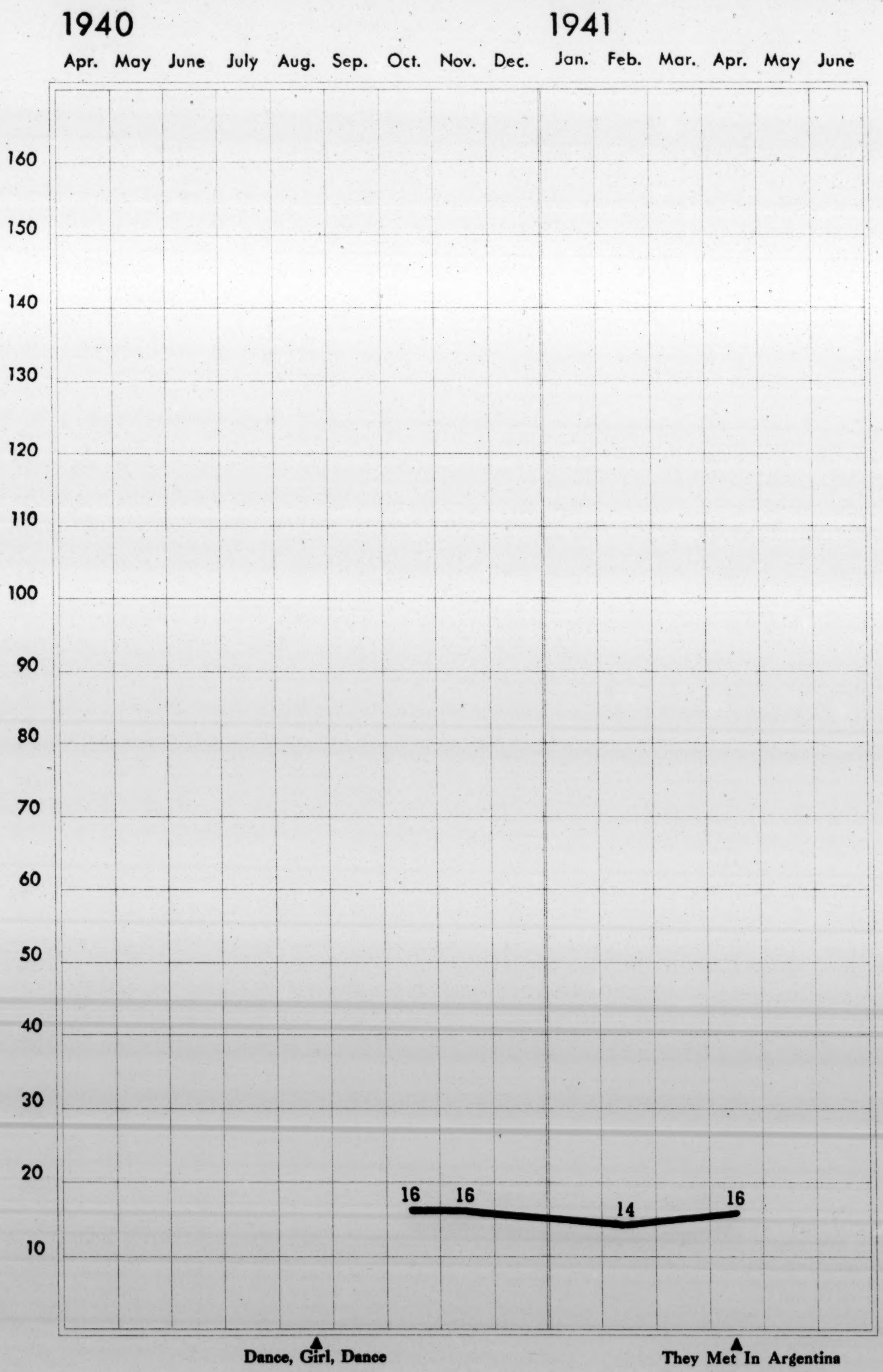


O'BRIEN, Pat 28th

O'BRIEN, Pat

February—April 1941

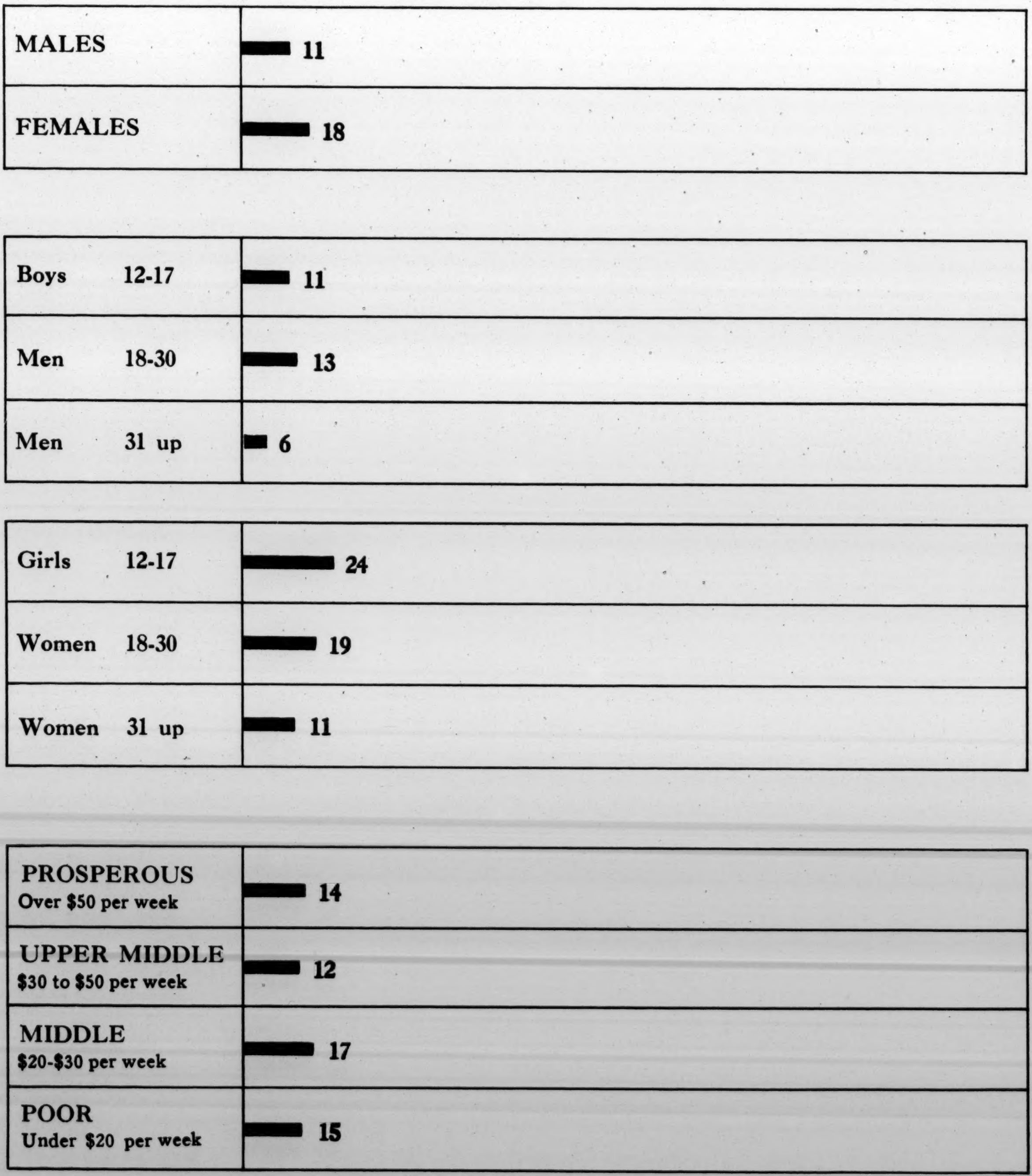


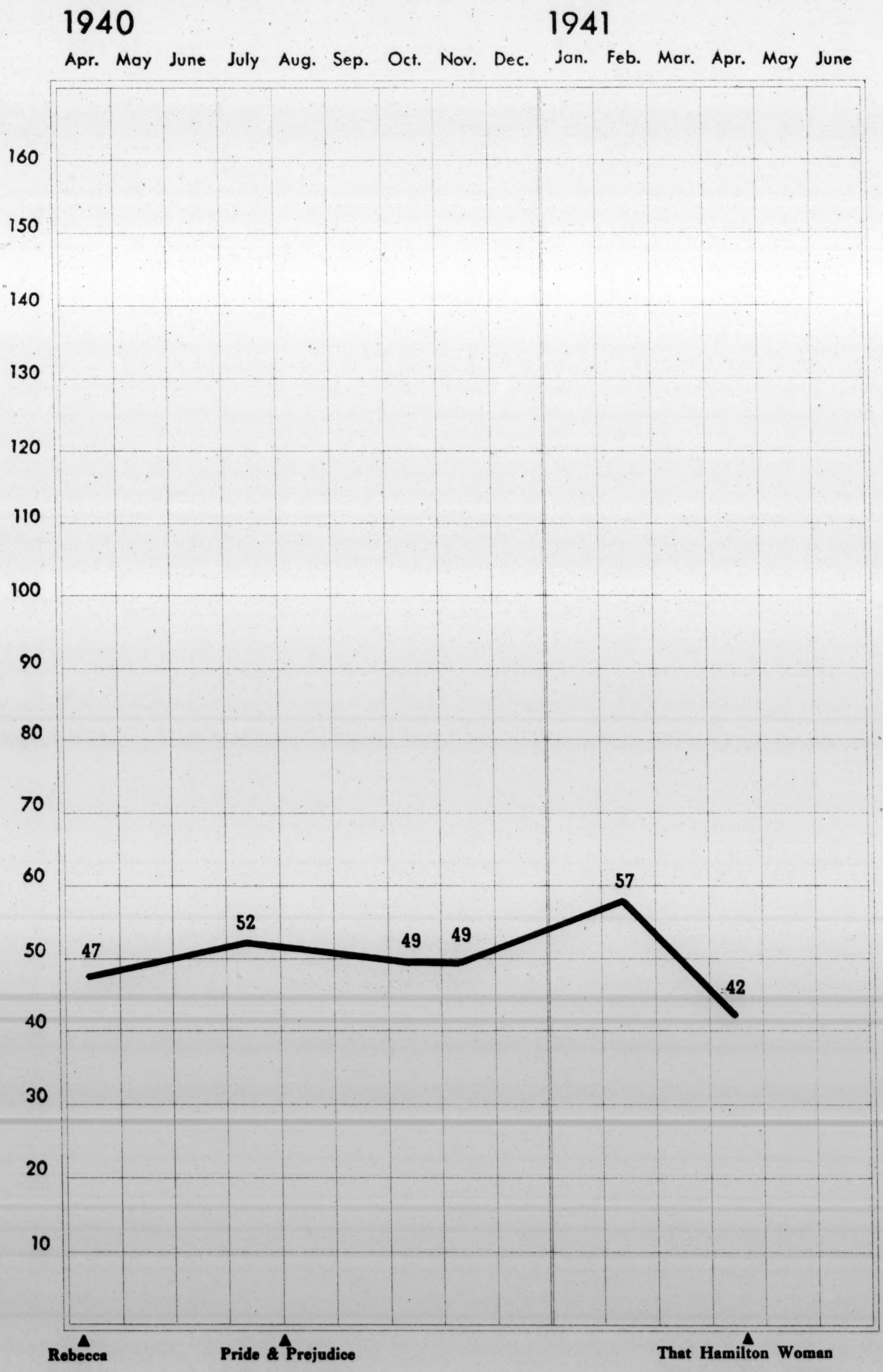


O'HARA, Maureen 104th

O'HARA, Maureen

February—April 1941

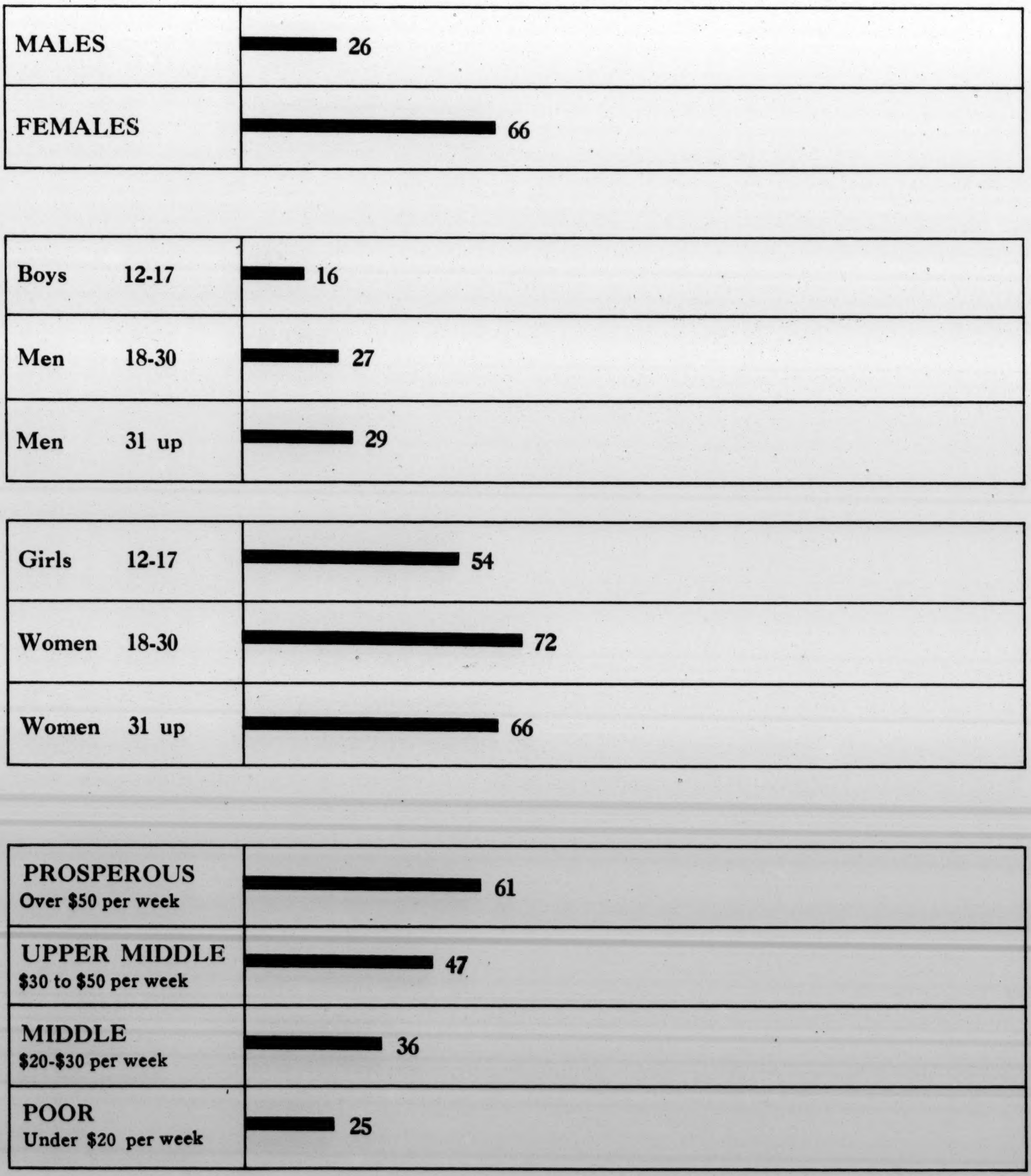


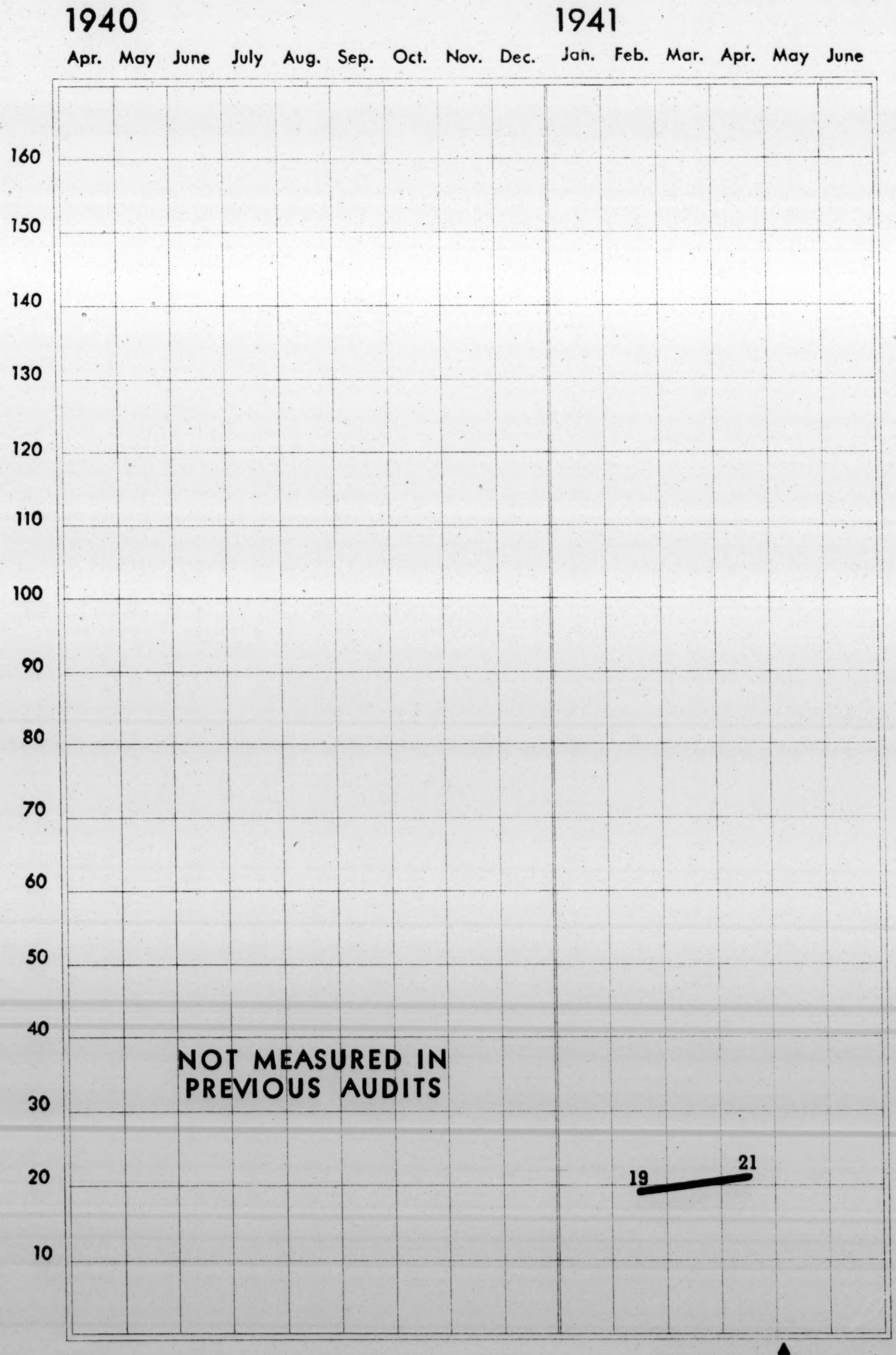


OLIVIER, Laurence 58th

OLIVIER, Laurence

February—April 1941



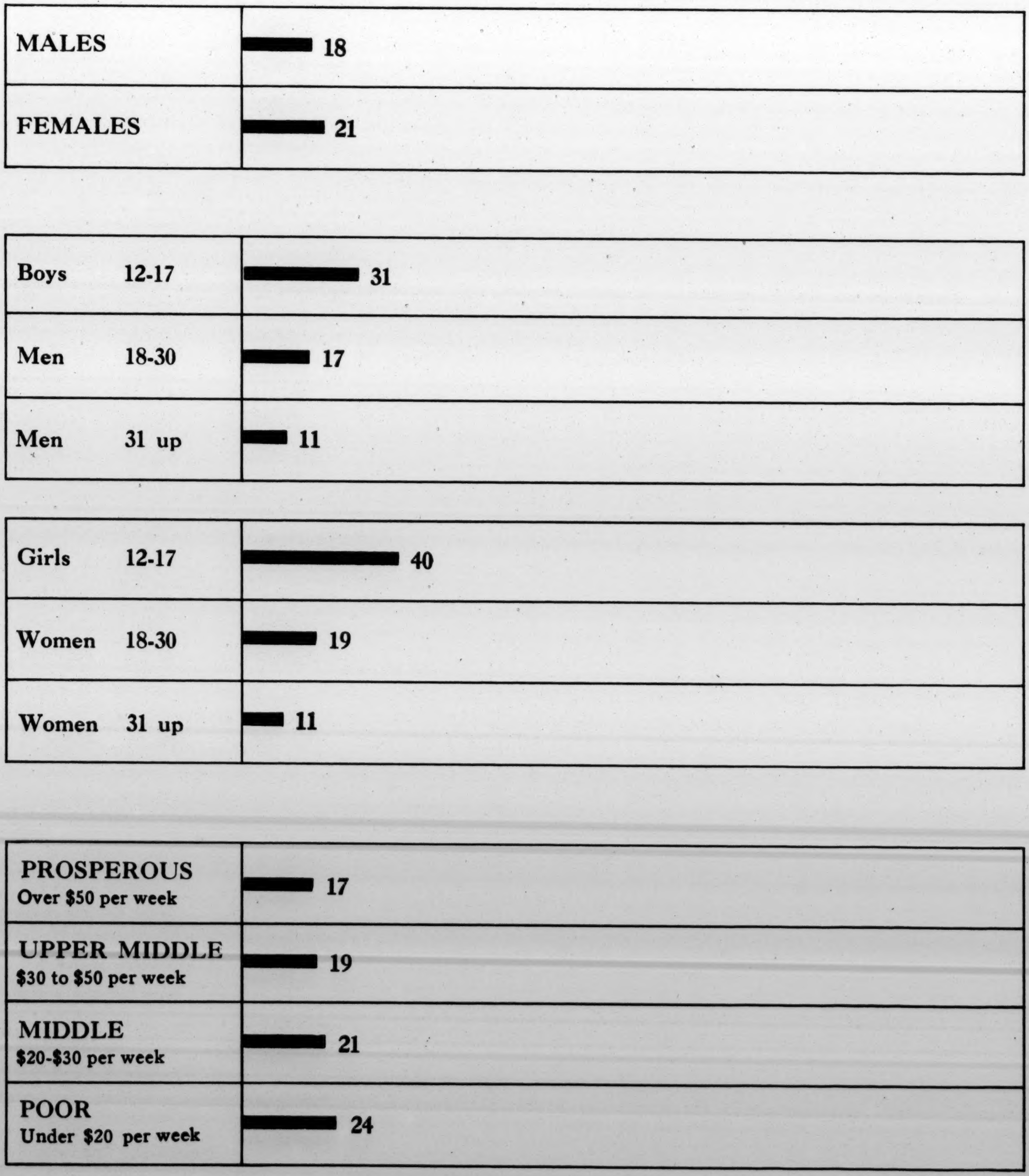


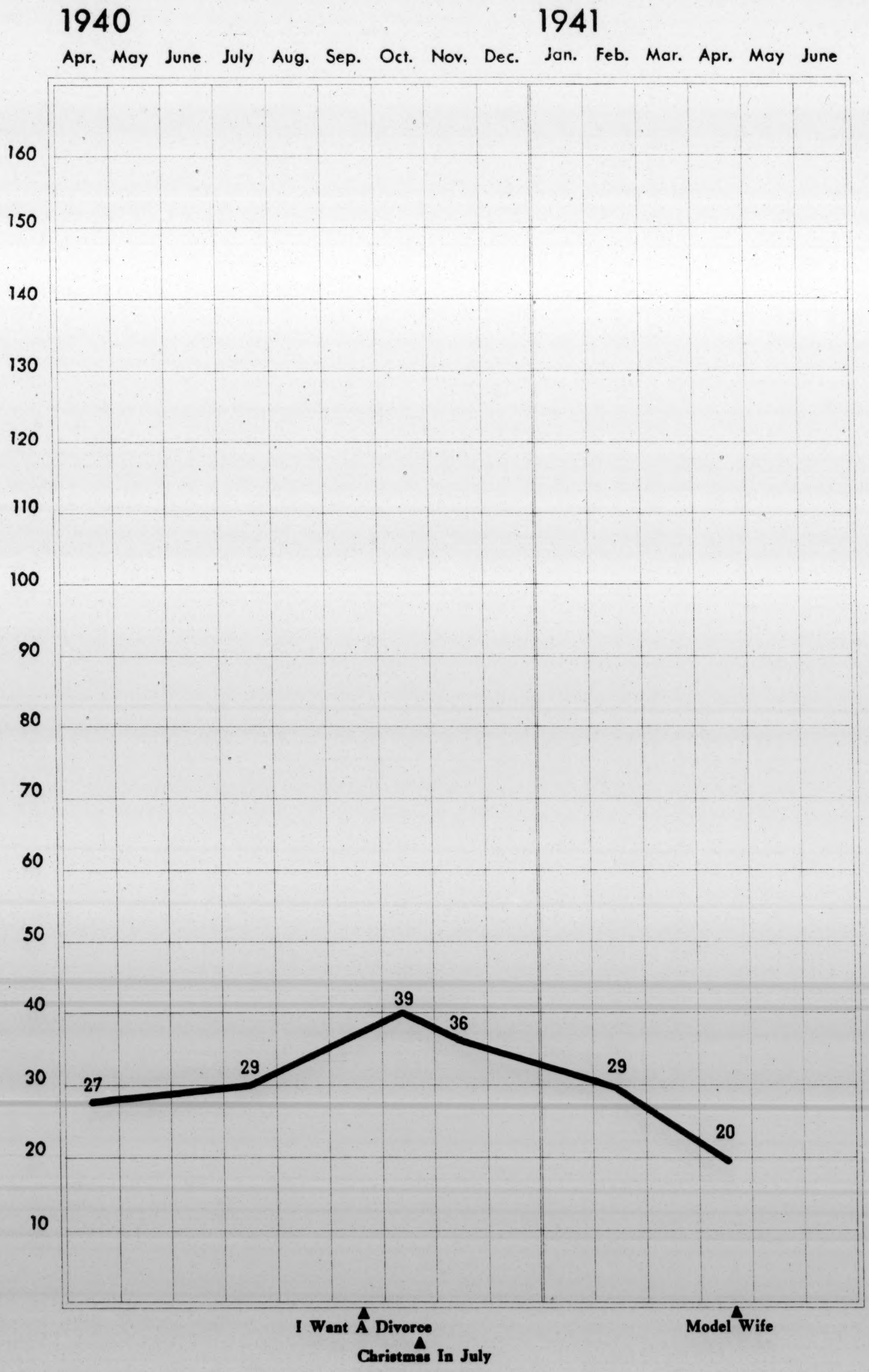
The Great American Broadcast

PAYNE, John 93rd

PAYNE, John

February—April 1941

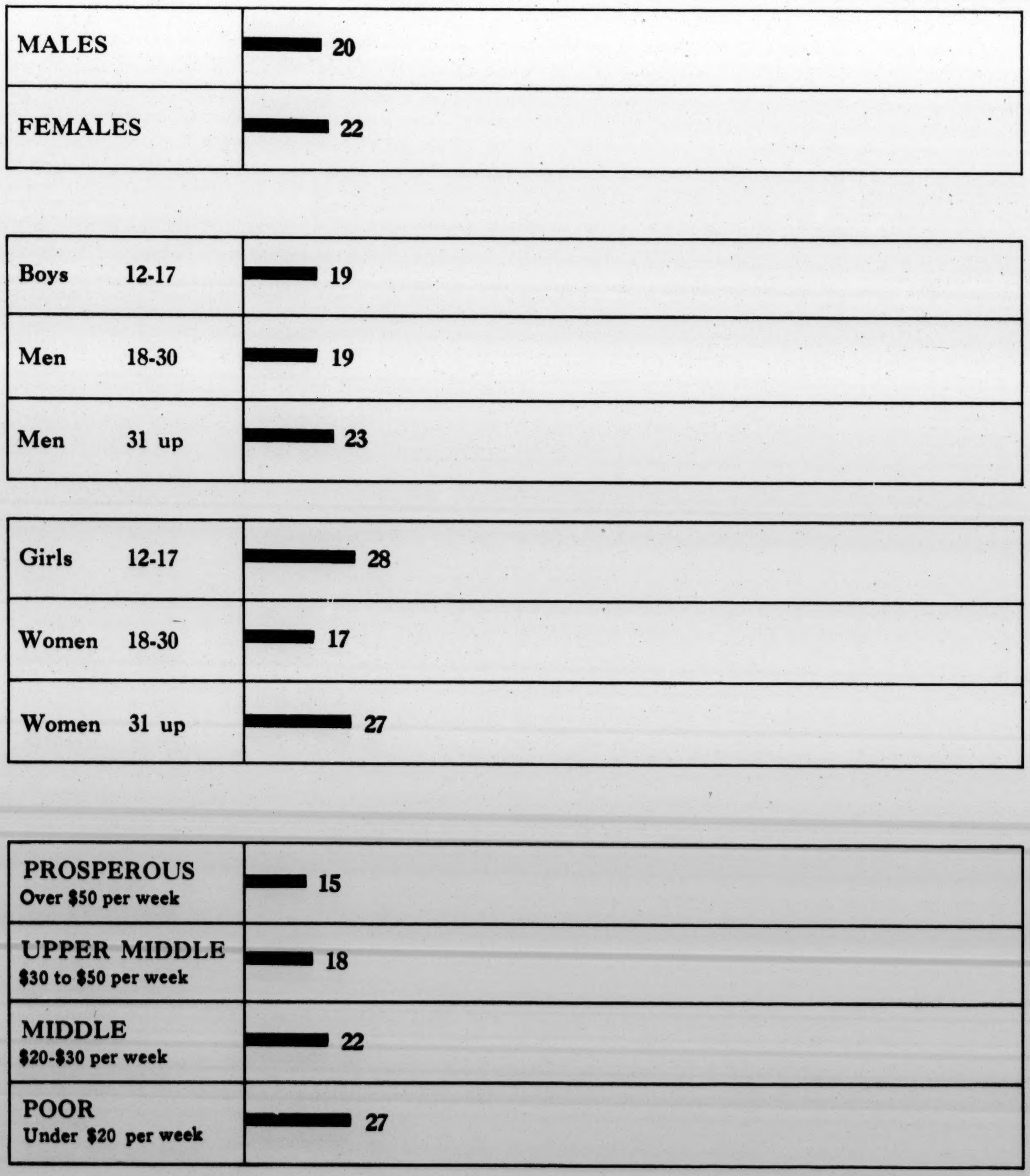


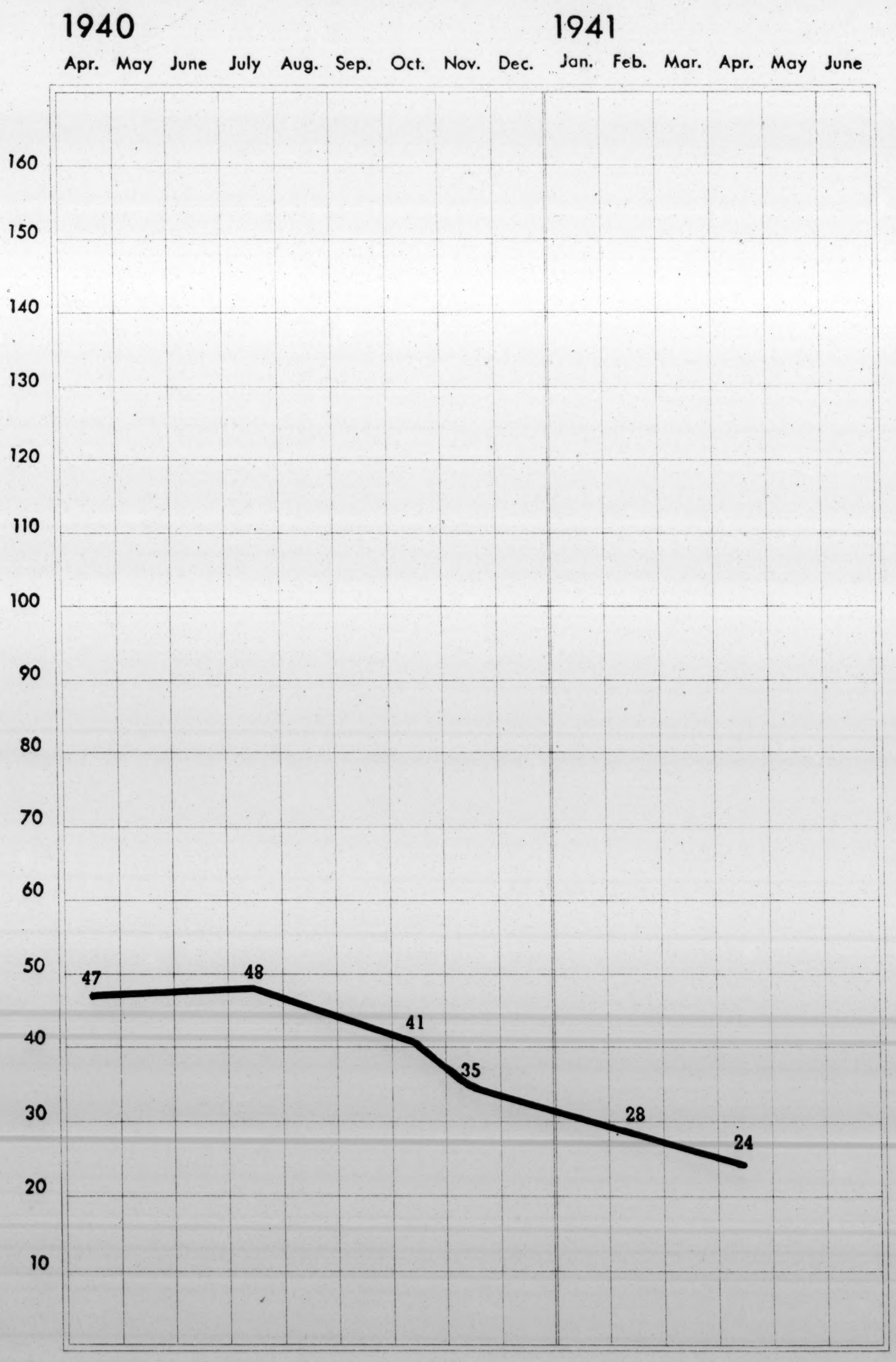


POWELL, Dick 96th

POWELL, Dick

February—April 1941

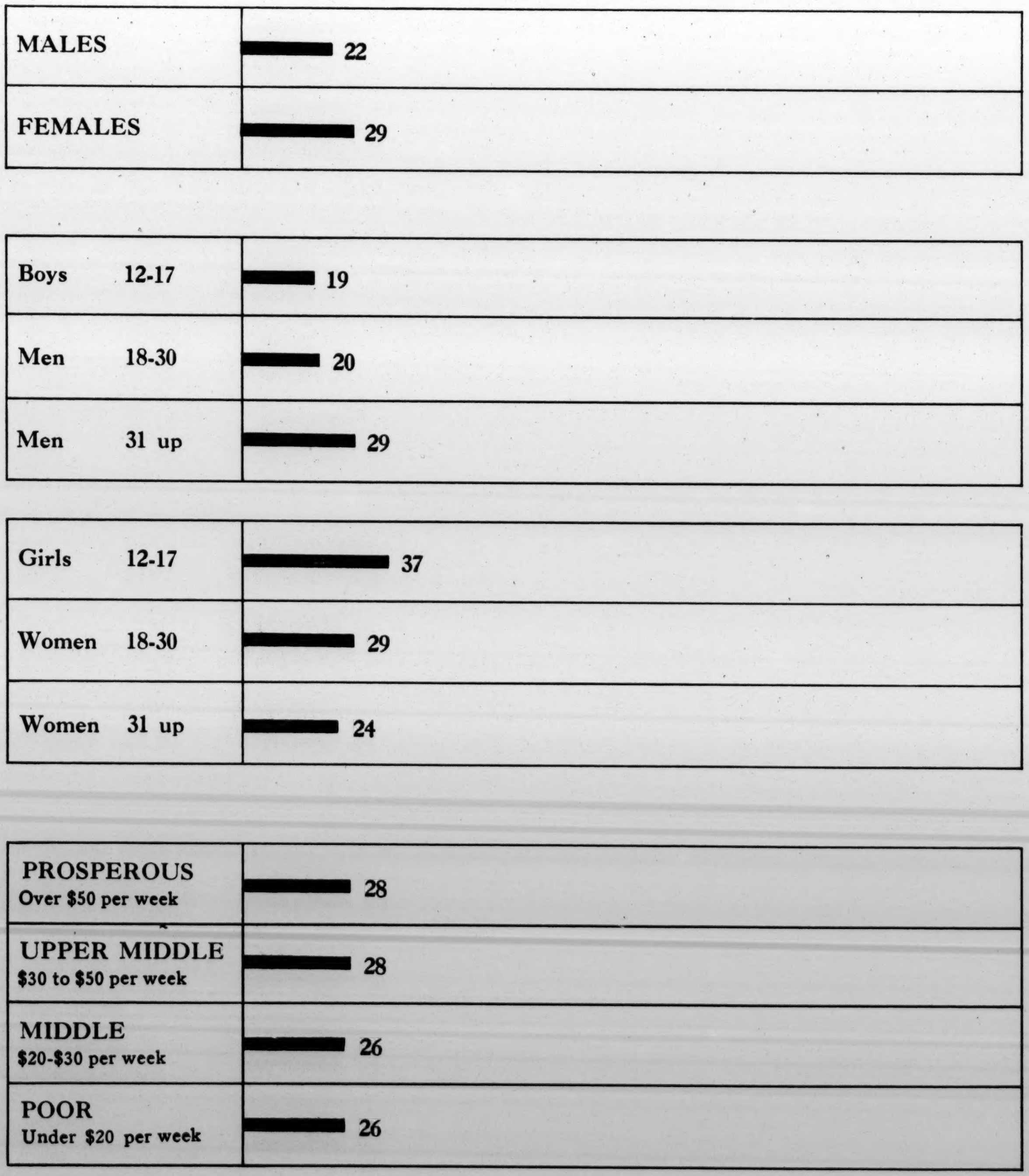


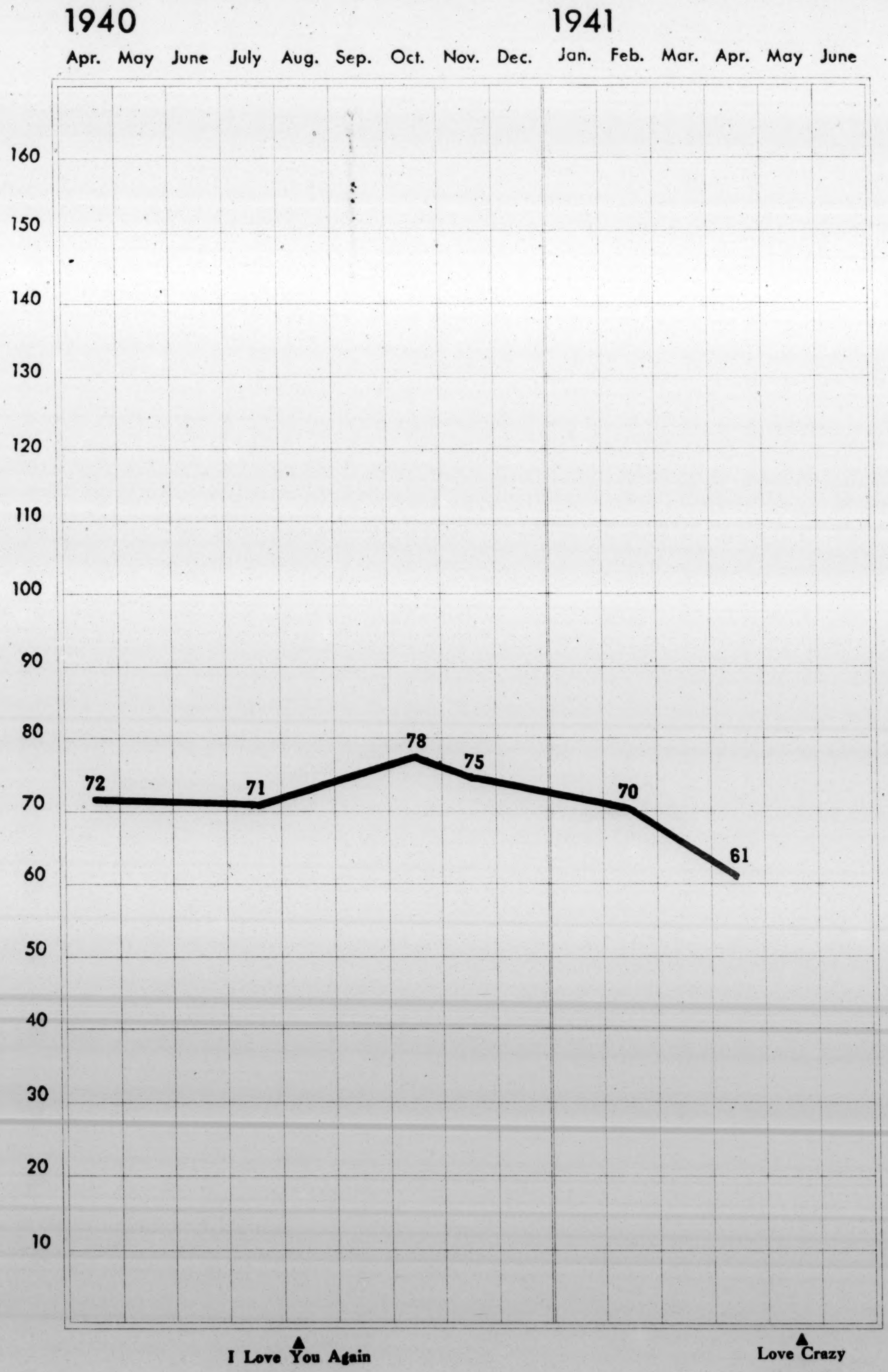


POWELL, Eleanor 86th

POWELL, Eleanor

February—April 1941

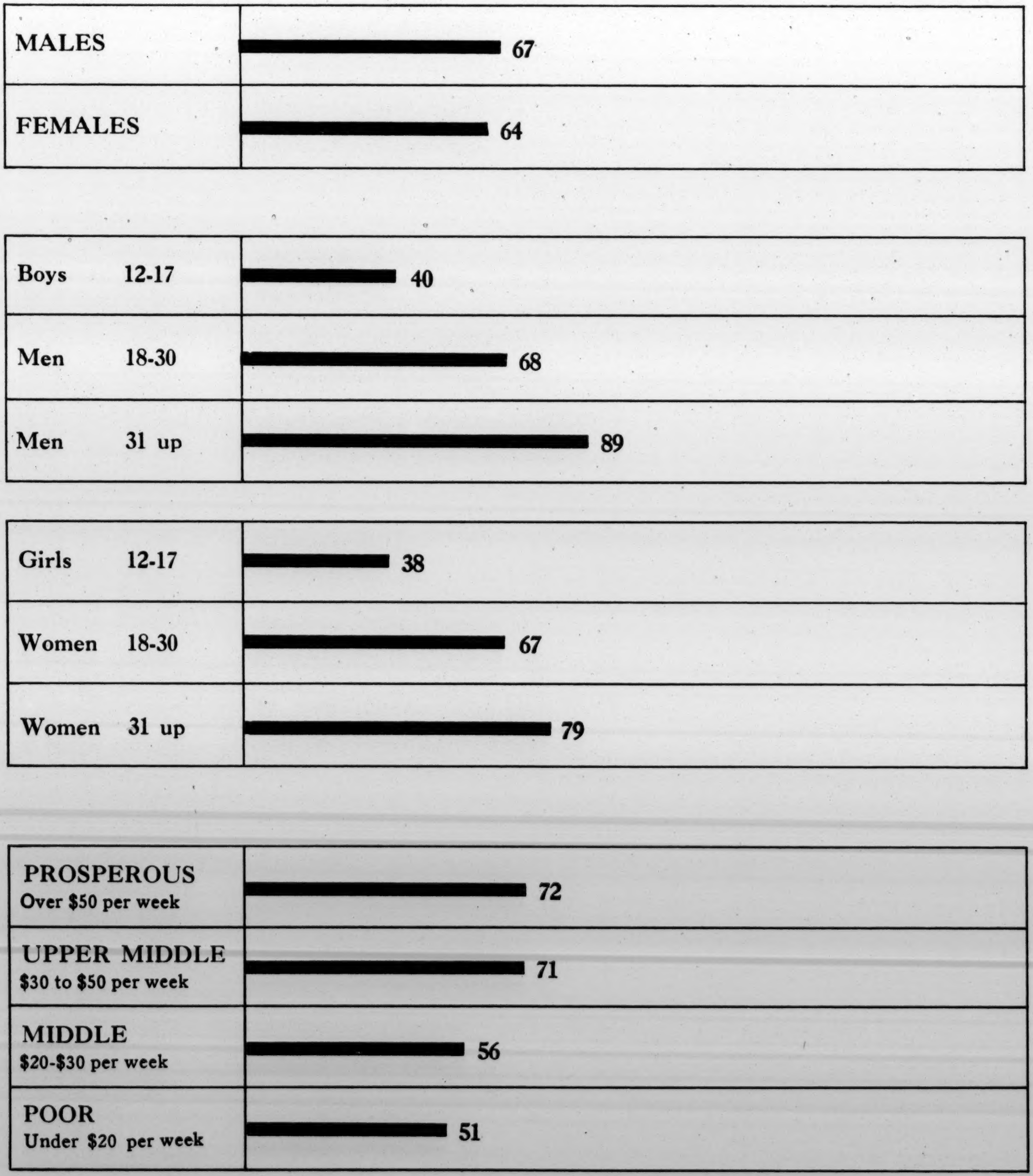


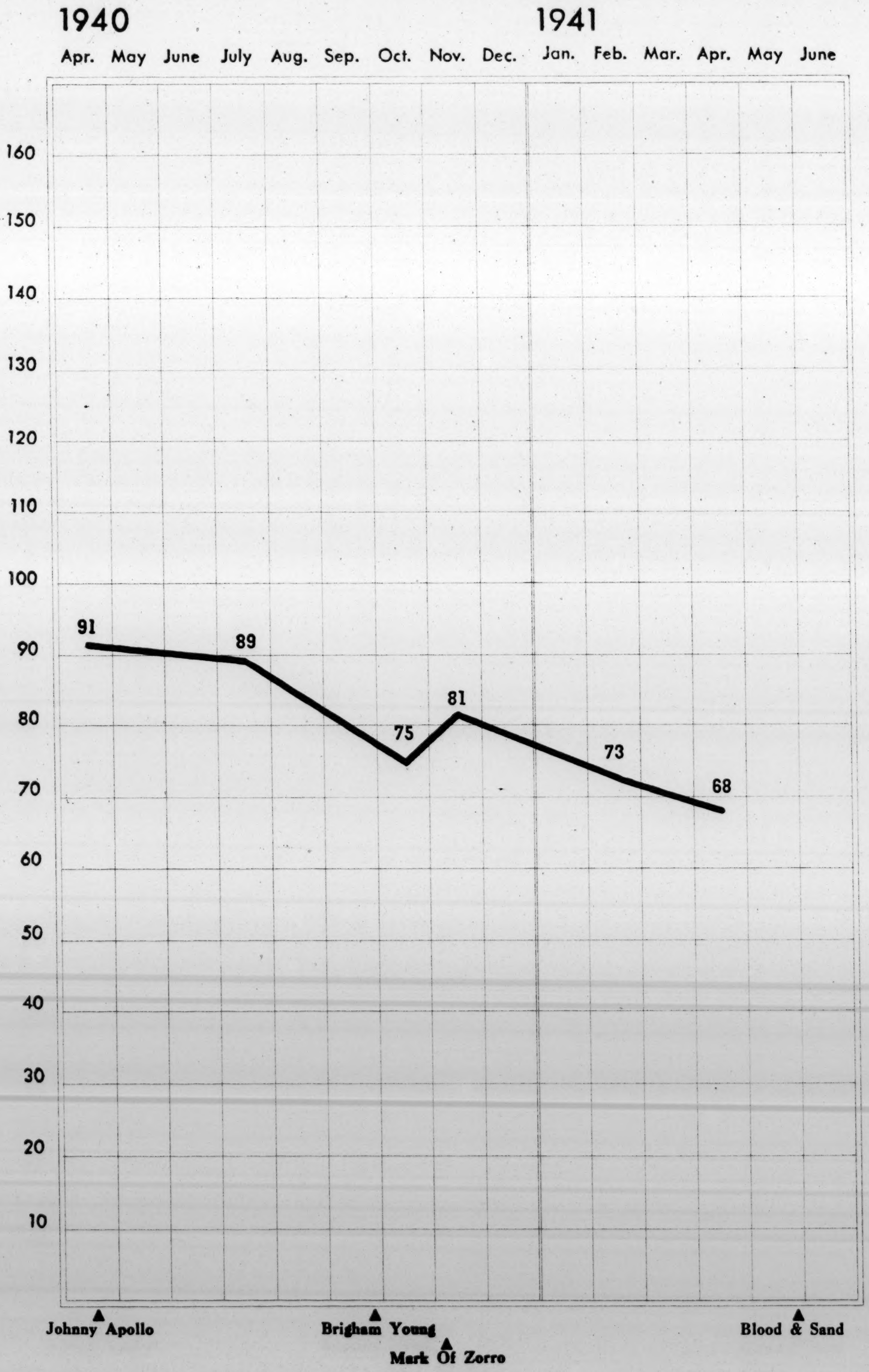


POWELL, William 35th

POWELL, William

February—April 1941

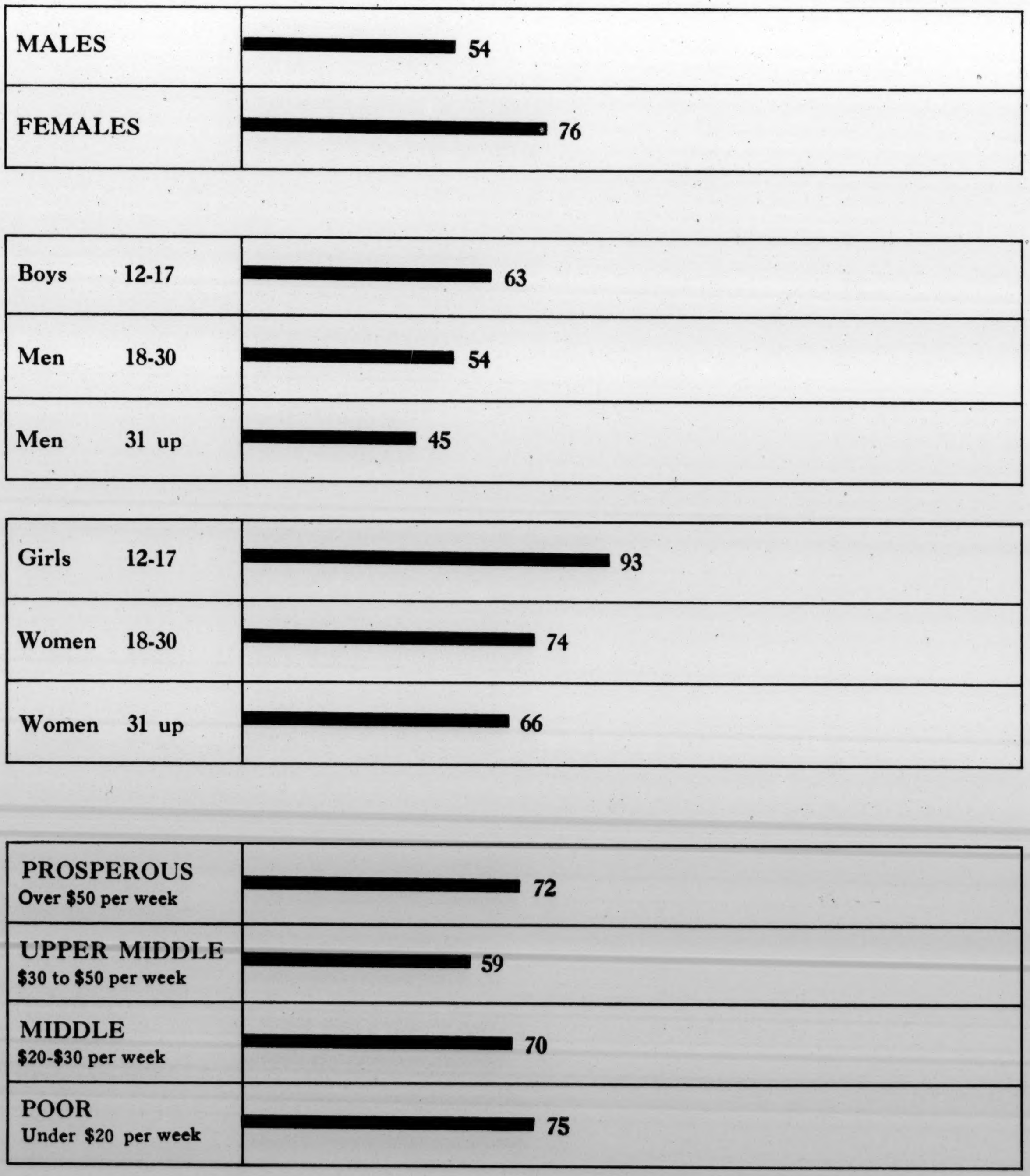


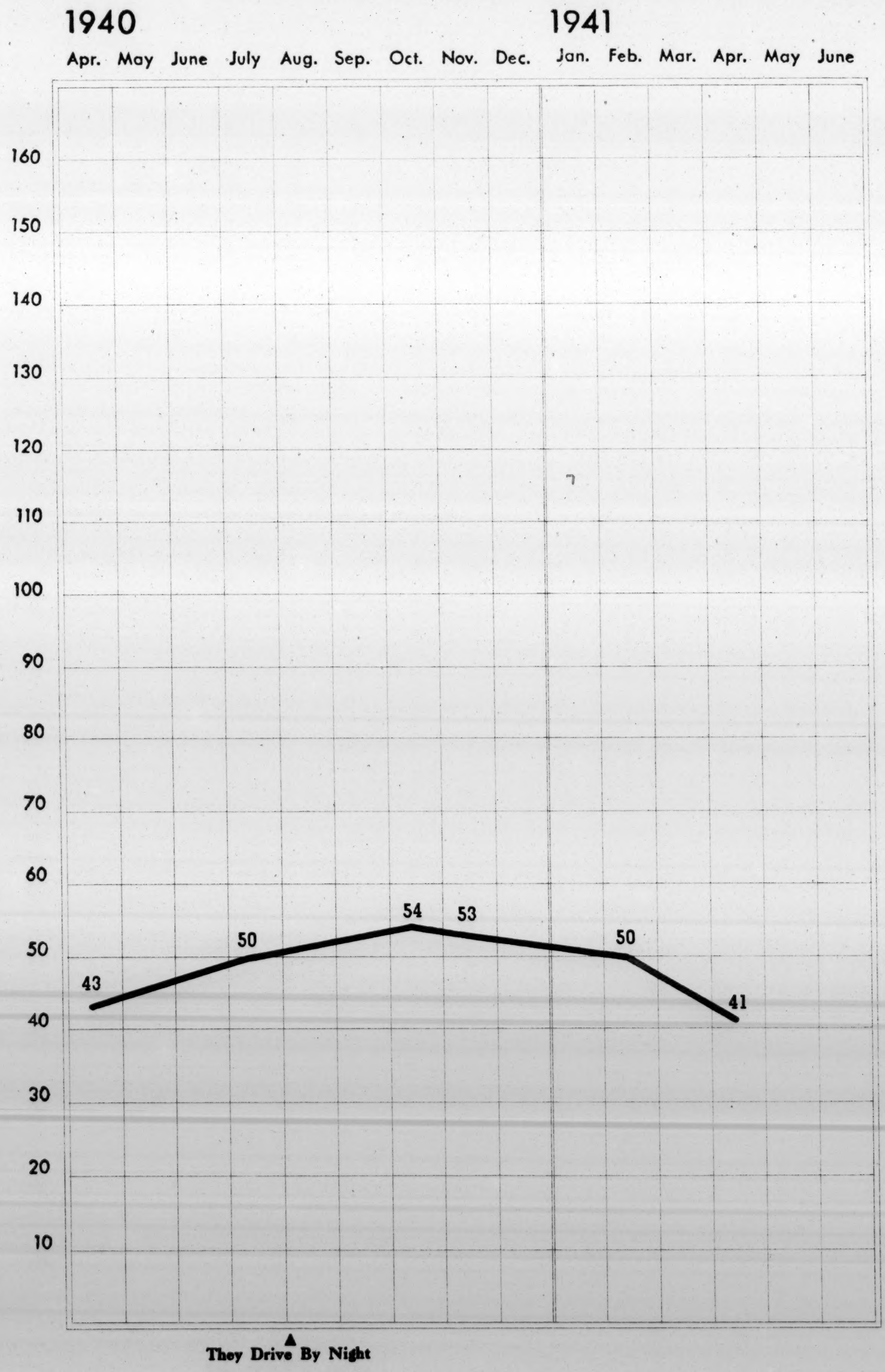


POWER, Tyrone 25th

POWER, Tyrone

February—April 1941

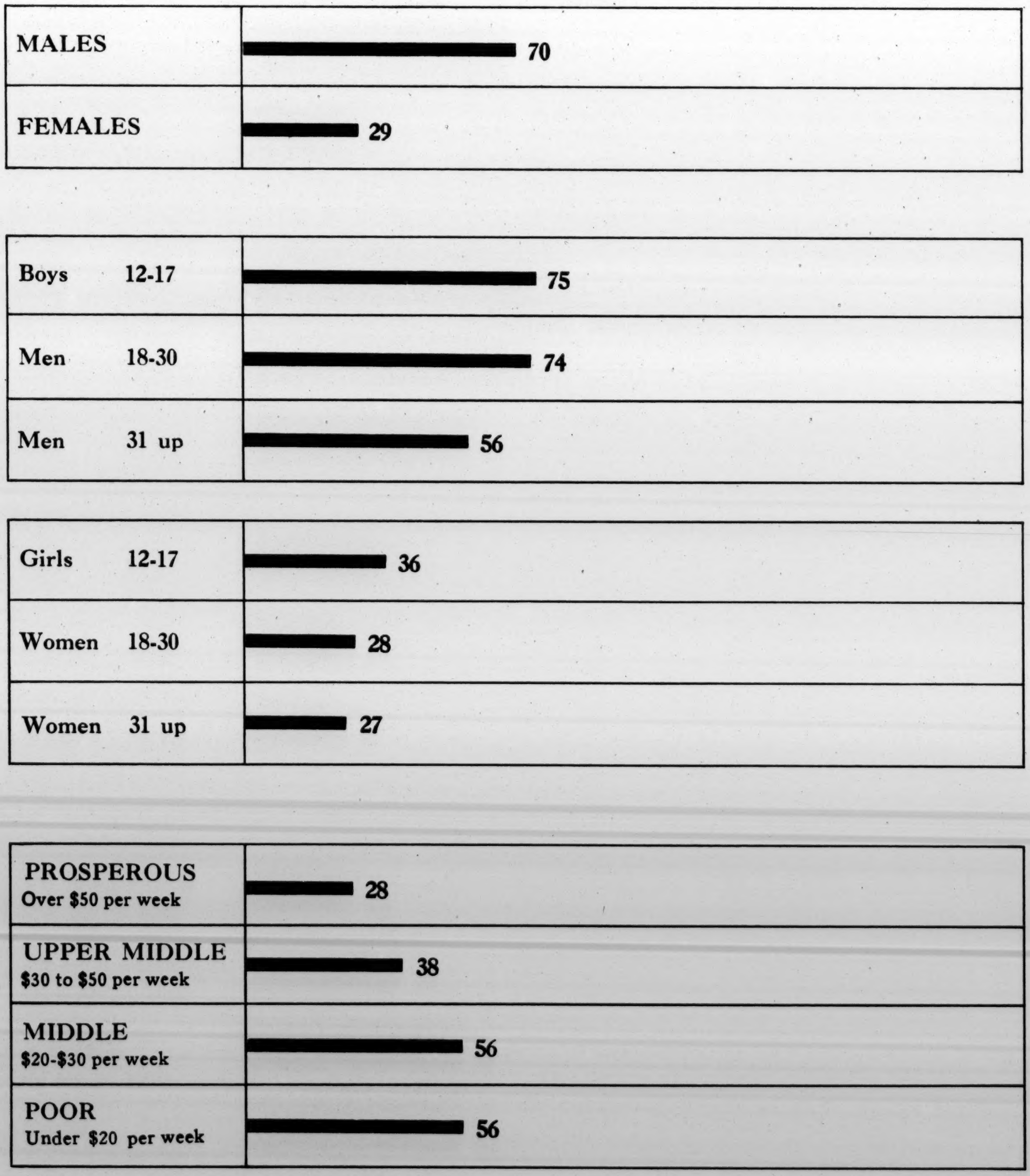


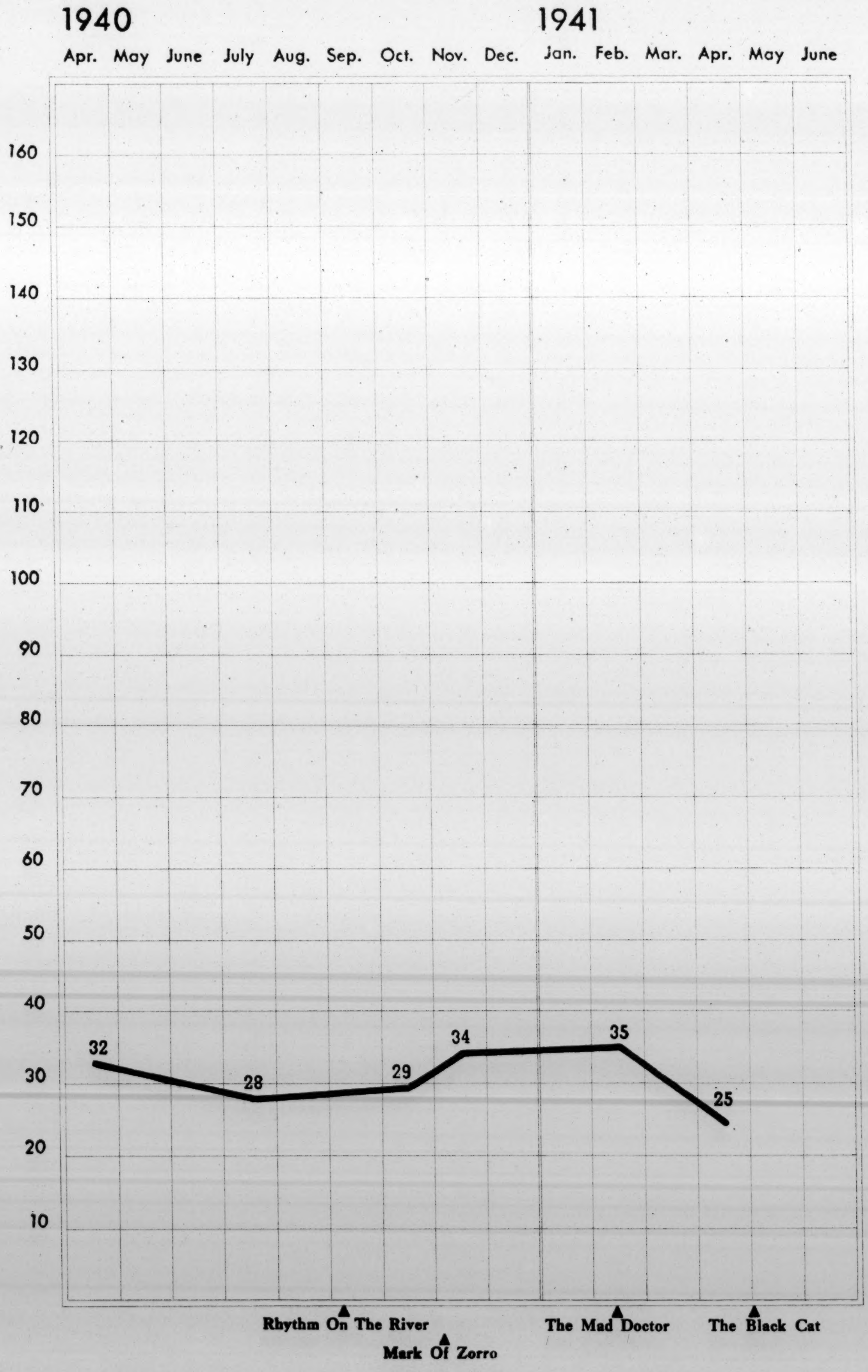


RAFT, George 59th

RAFT, George

February—April 1941

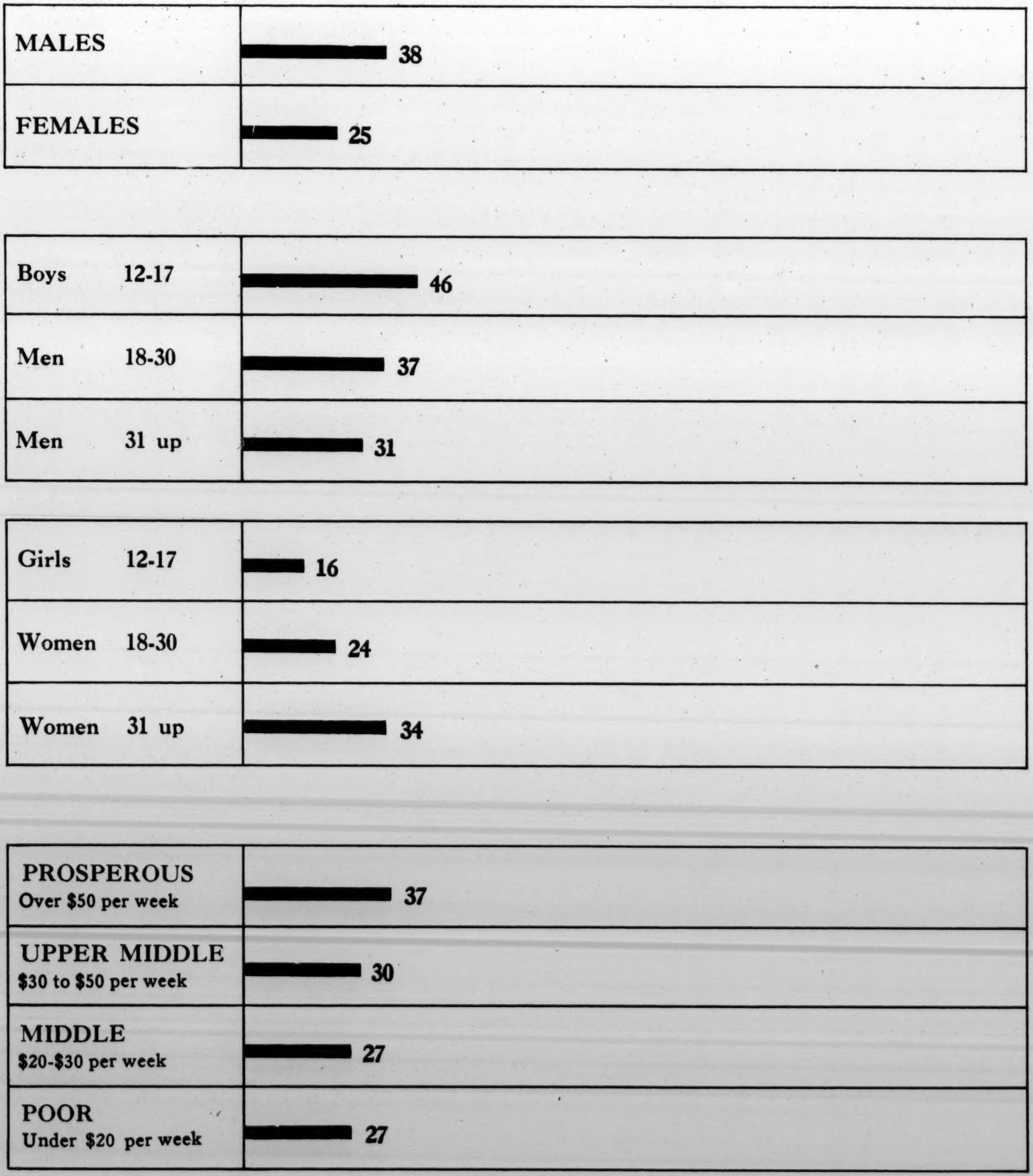


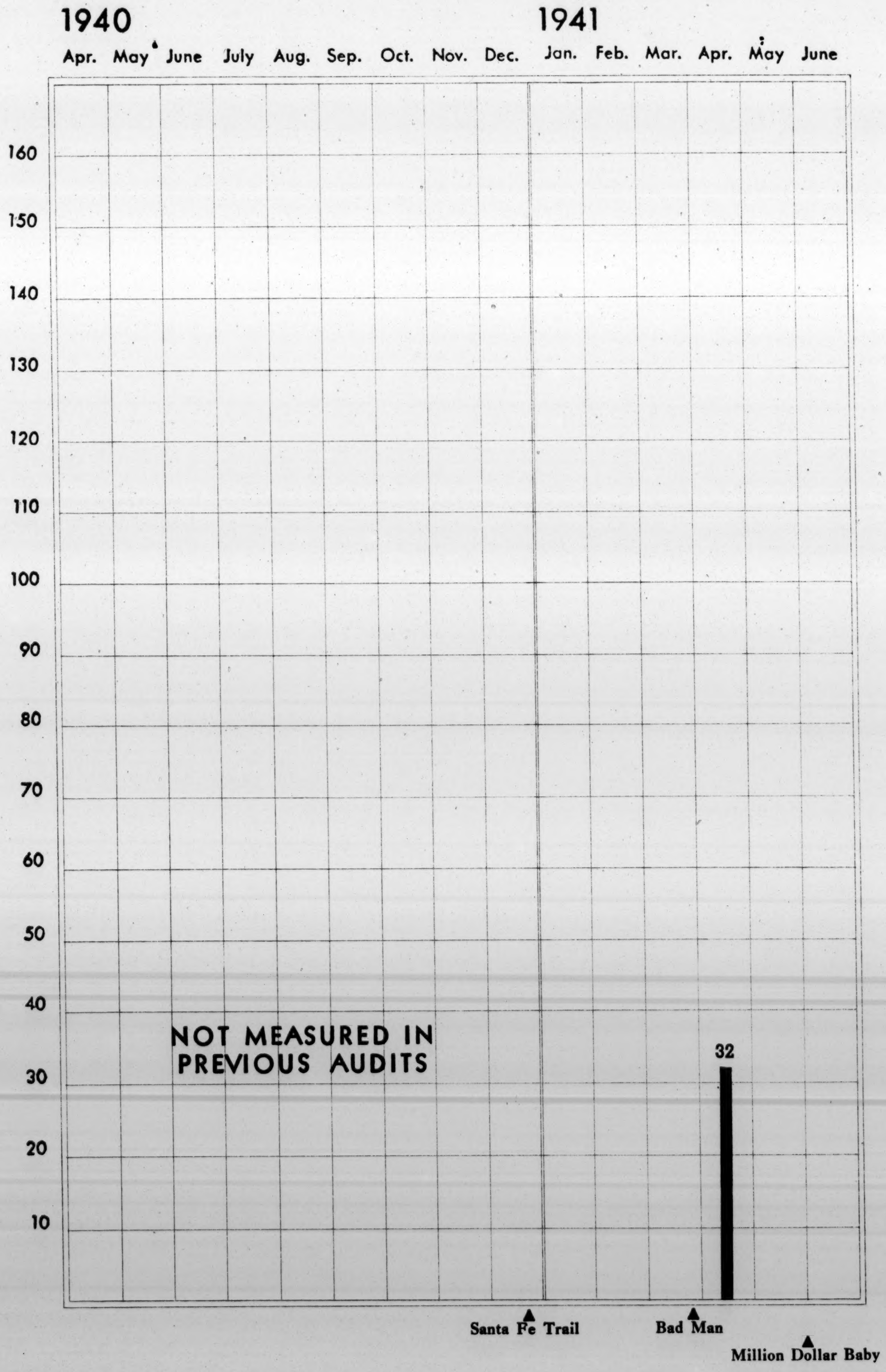


RATHBONE, Basil 84th

RATHBONE, Basil

February—April 1941

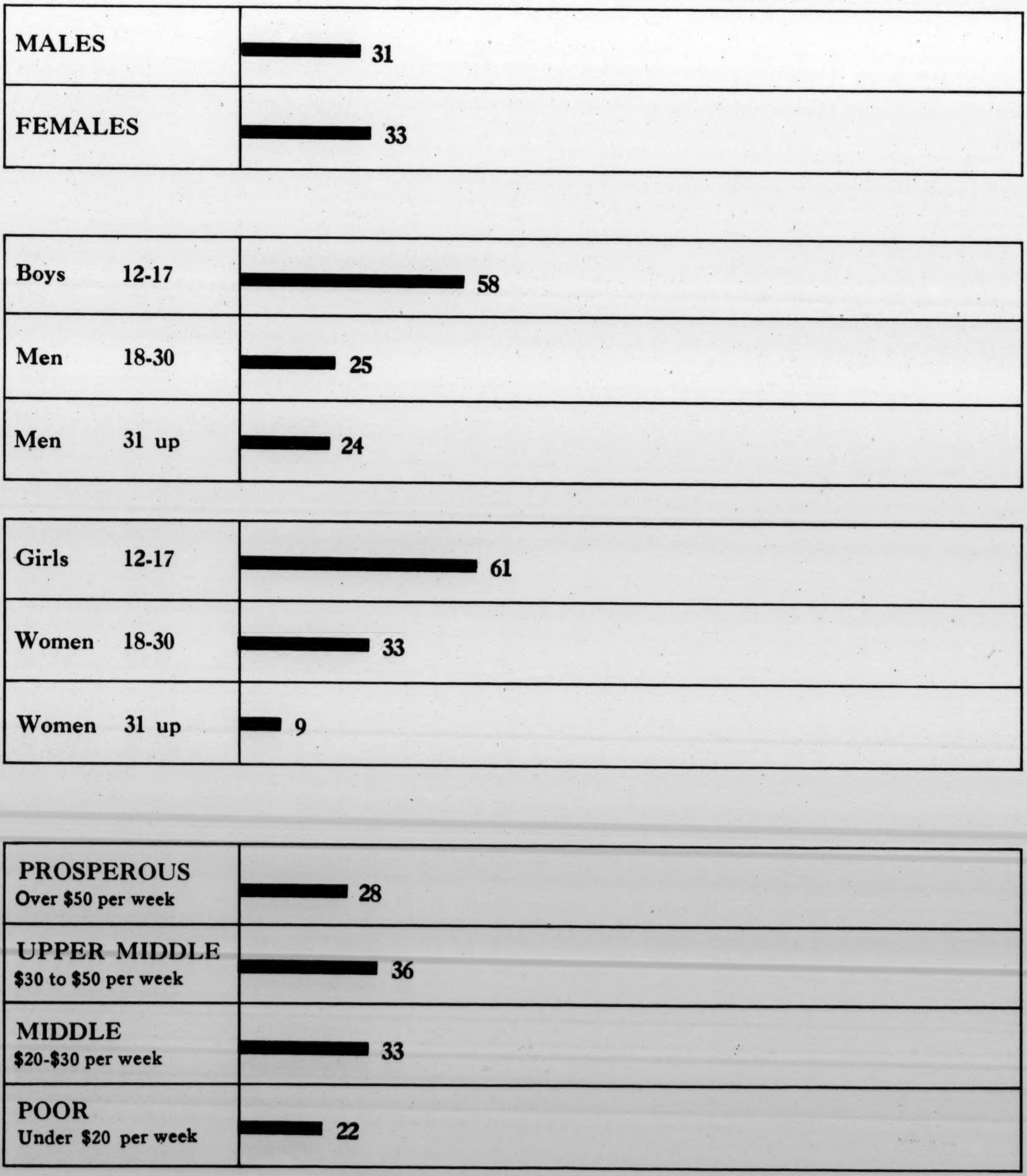


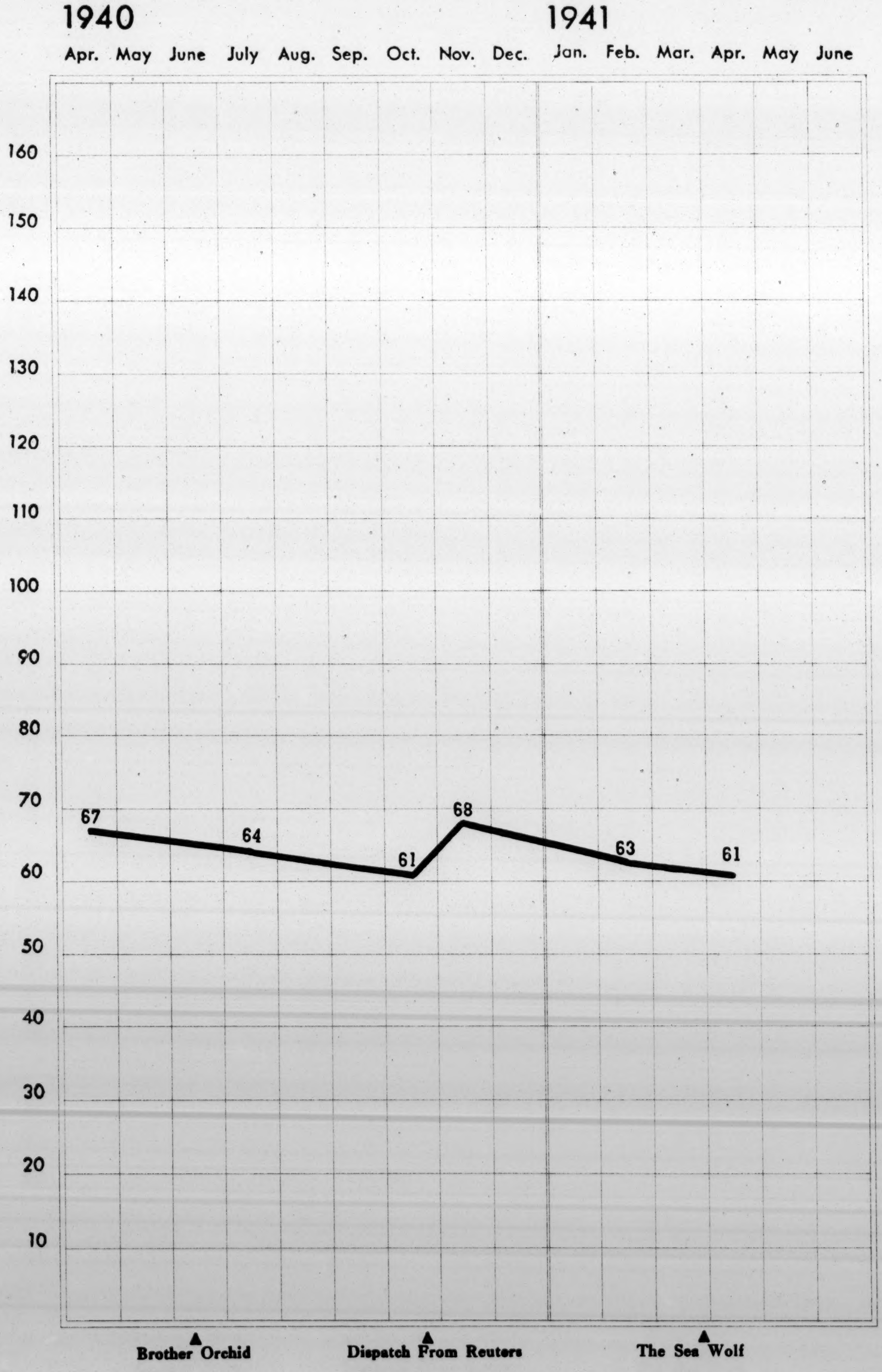


REAGAN, Ronald 68th

REAGAN, Ronald

February—April 1941

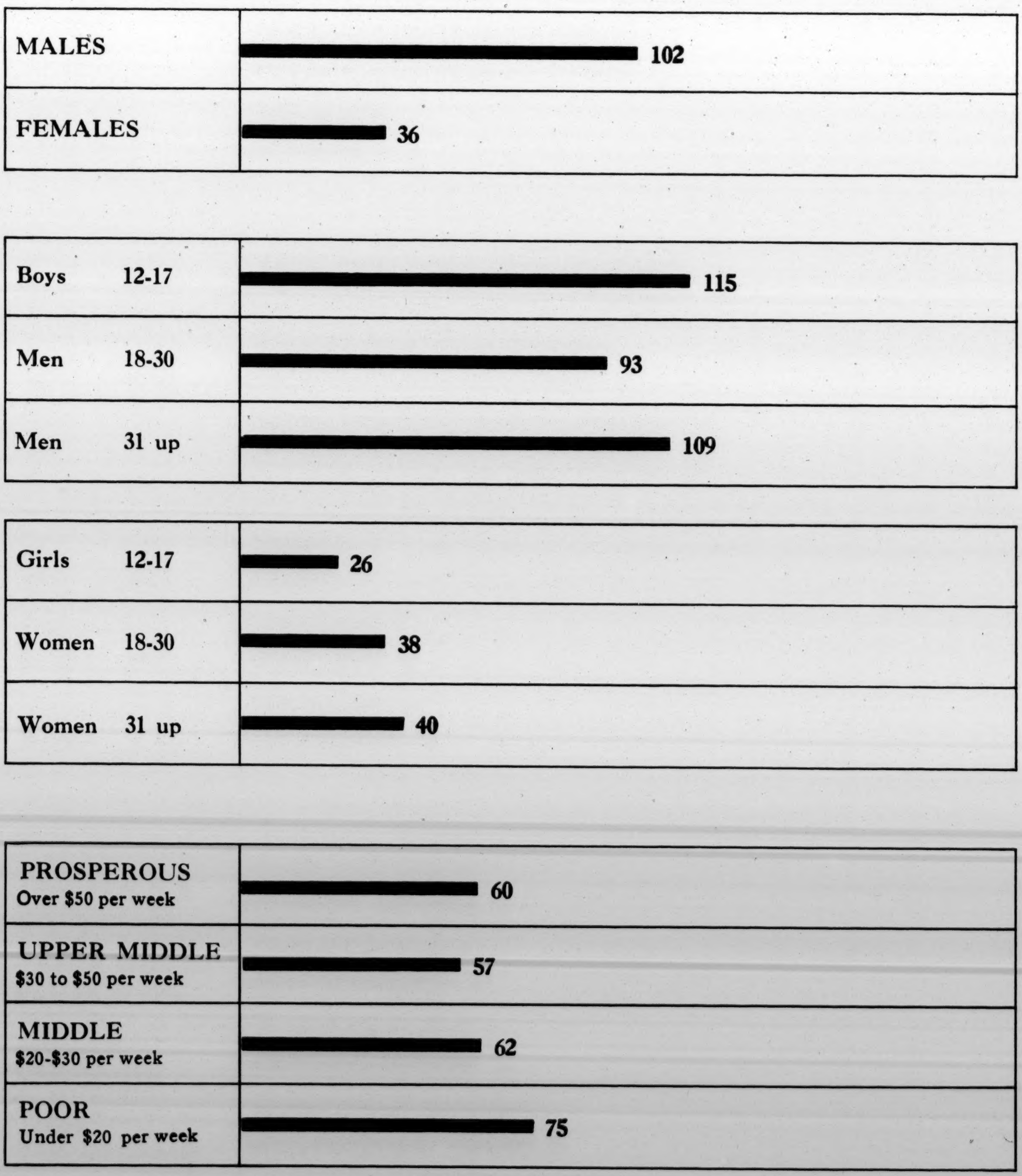


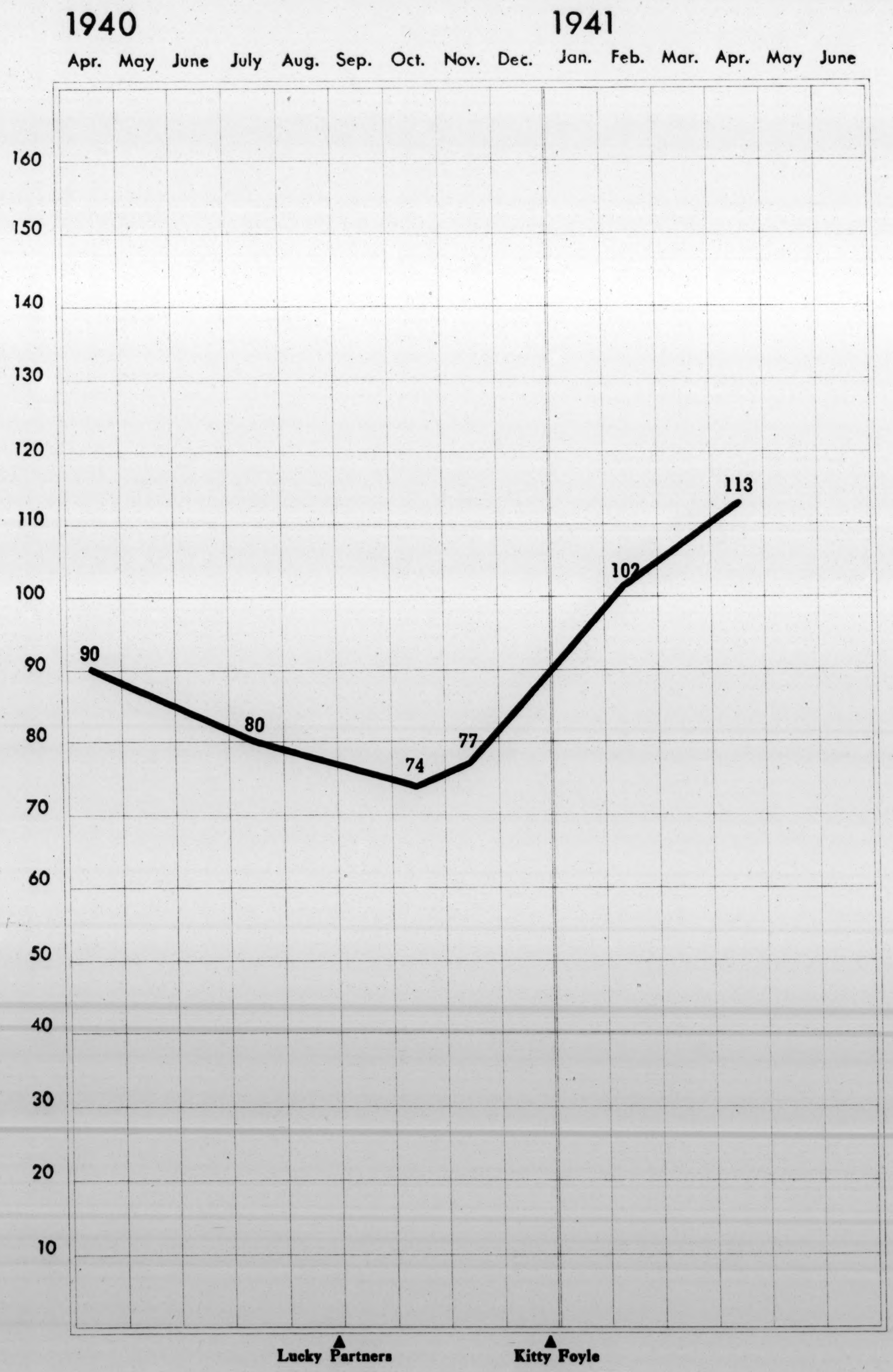


ROBINSON, Edw. G. 35th

ROBINSON, Edw. G.

February—April 1941

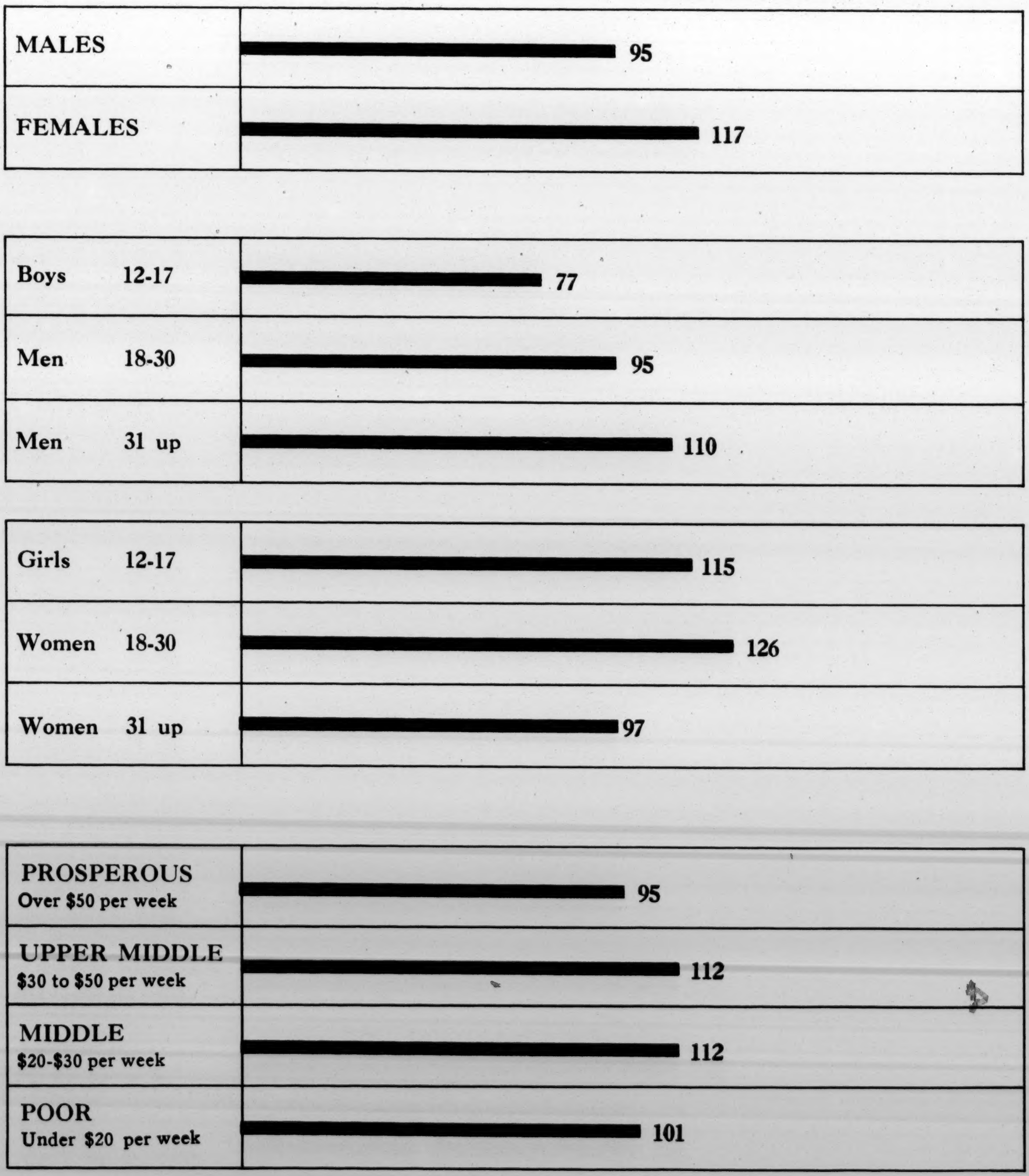


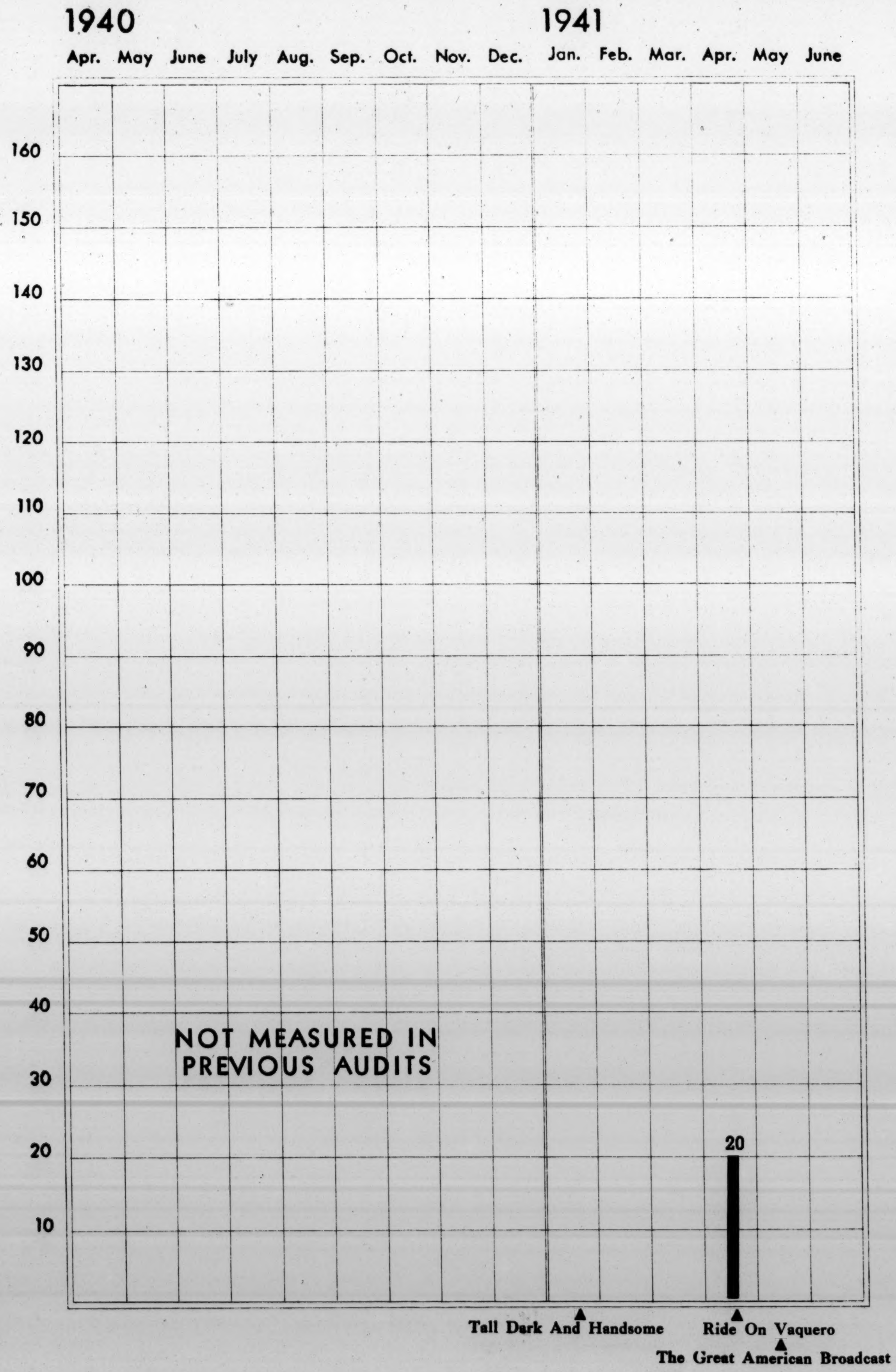


ROGERS, Ginger 6th

ROGERS, Ginger

February—April 1941





ROMERO, Cesar 96th

ROMERO, Cesar

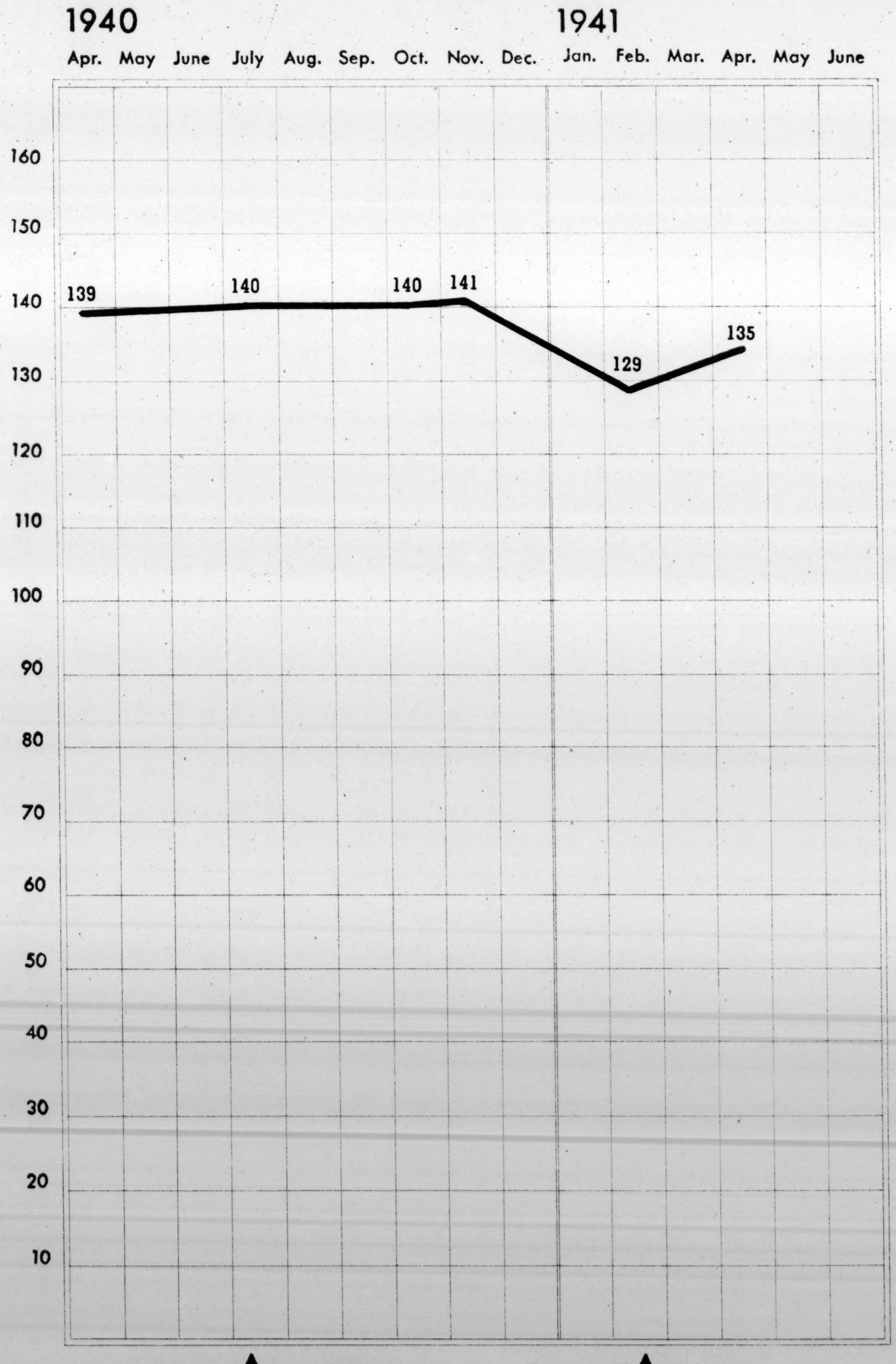
February—April 1941

MALES	34
FEMALES	11

Boys	**12-17**	51
Men	**18-30**	30
Men	**31 up**	29

Girls	**12-17**	29
Women	**18-30**	8
Women	**31 up**	4

PROSPEROUS **Over $50 per week**	15
UPPER MIDDLE **$30 to $50 per week**	15
MIDDLE **$20-$30 per week**	25
POOR **Under $20 per week**	28



Andy Hardy Meets A Debutante

Strike Up The Band

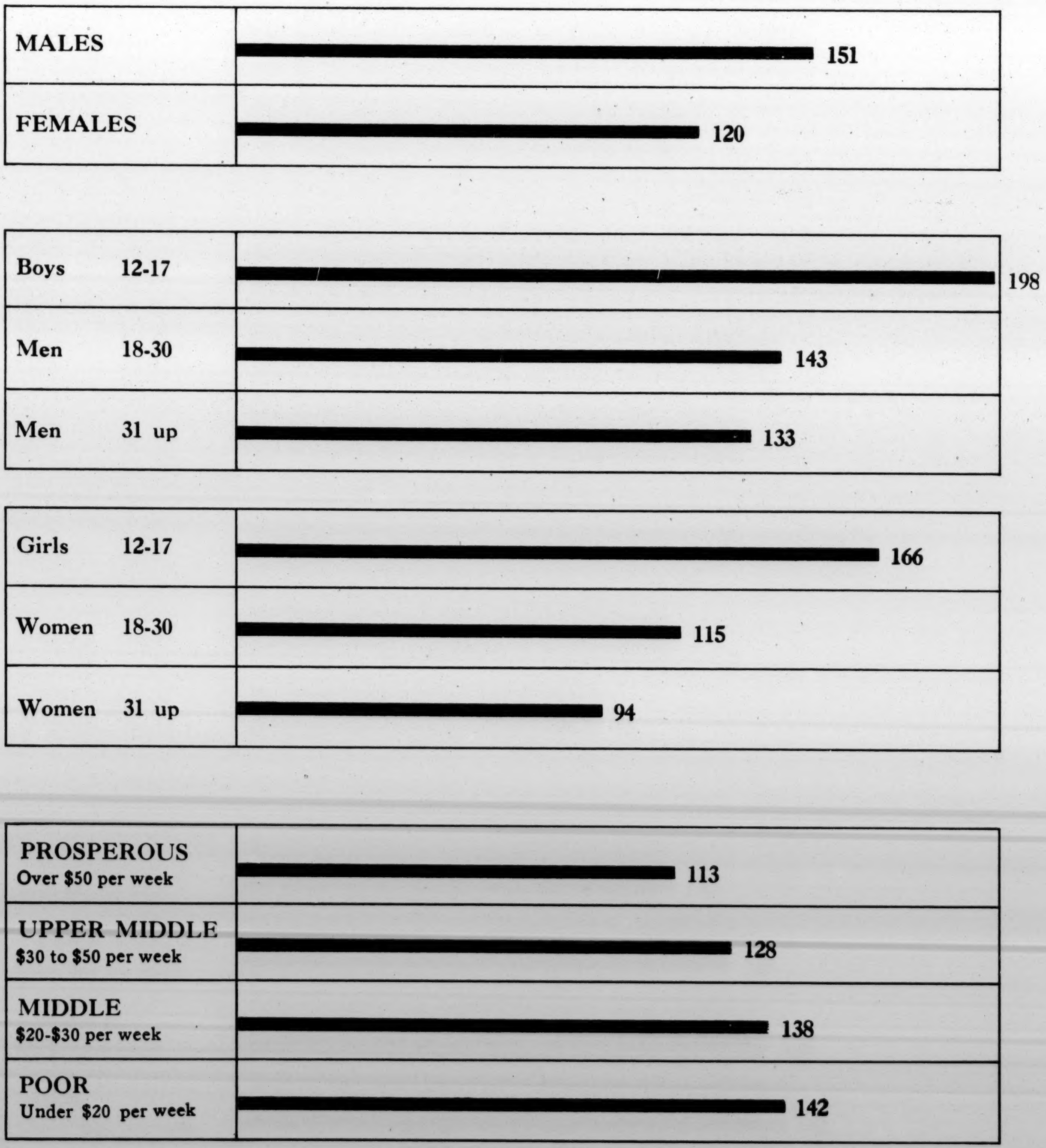
Andy Hardy's Private Secretary

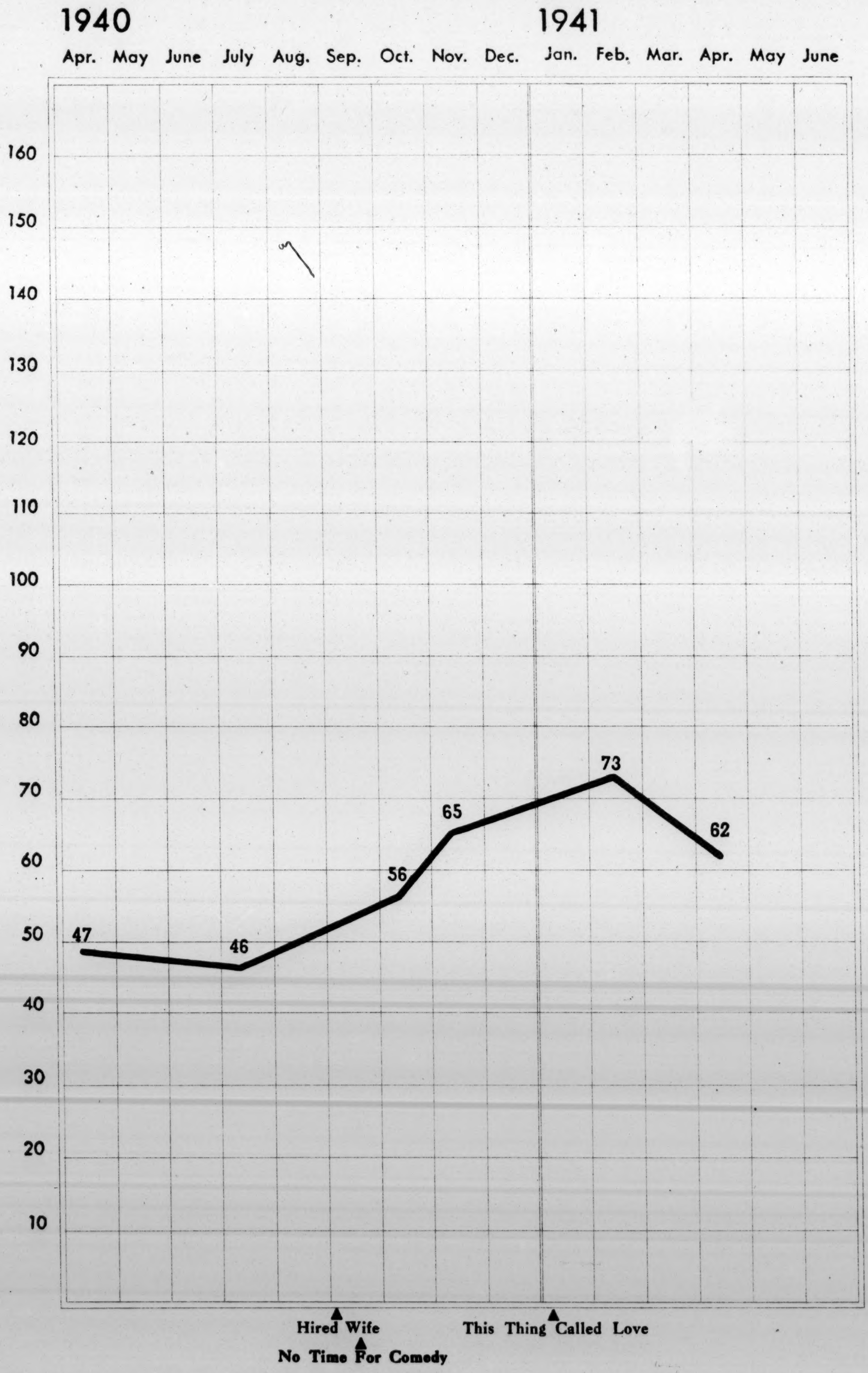
Men Of Boy's Town

ROONEY, Mickey 4th

ROONEY, Mickey

February—April 1941

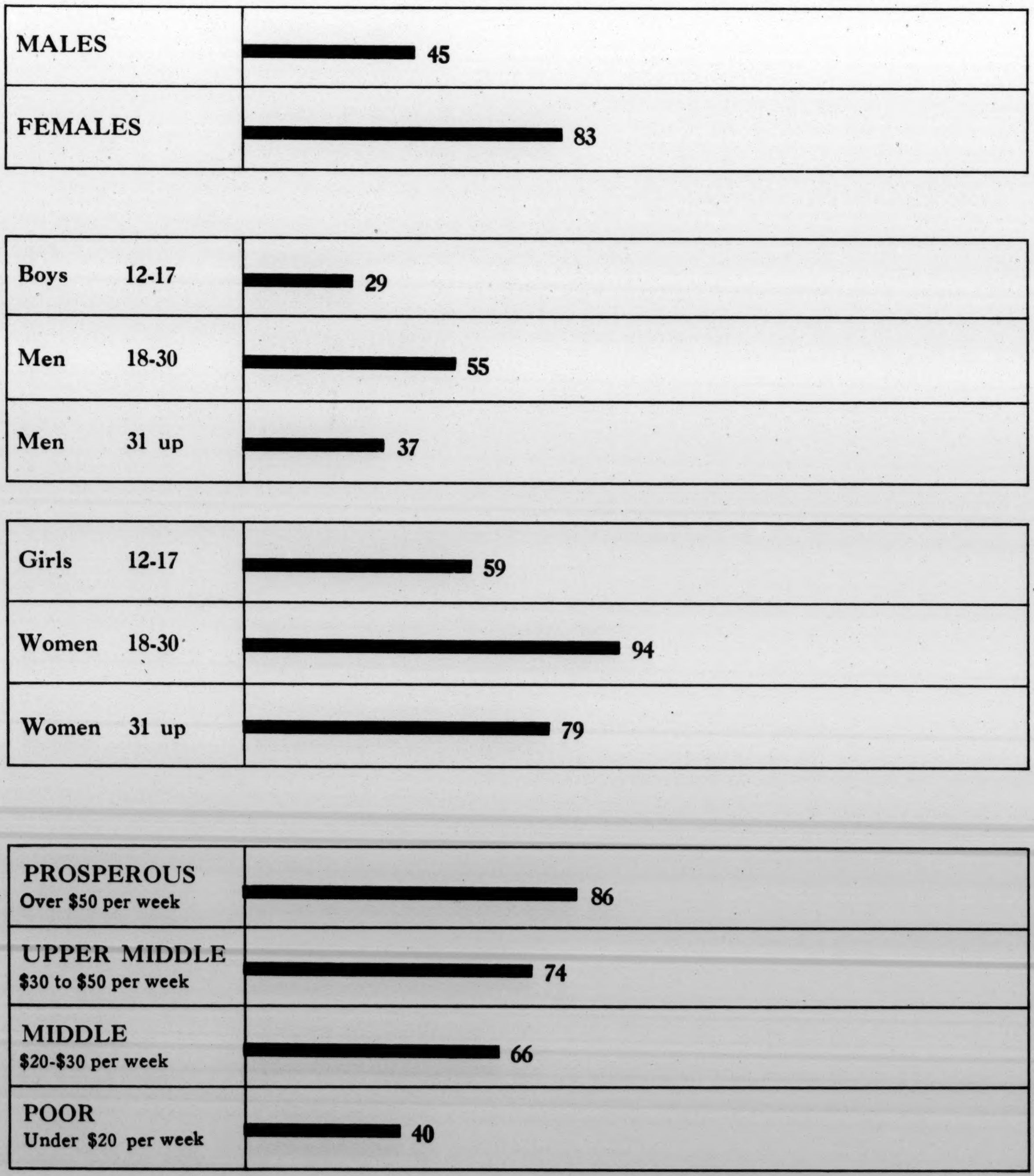


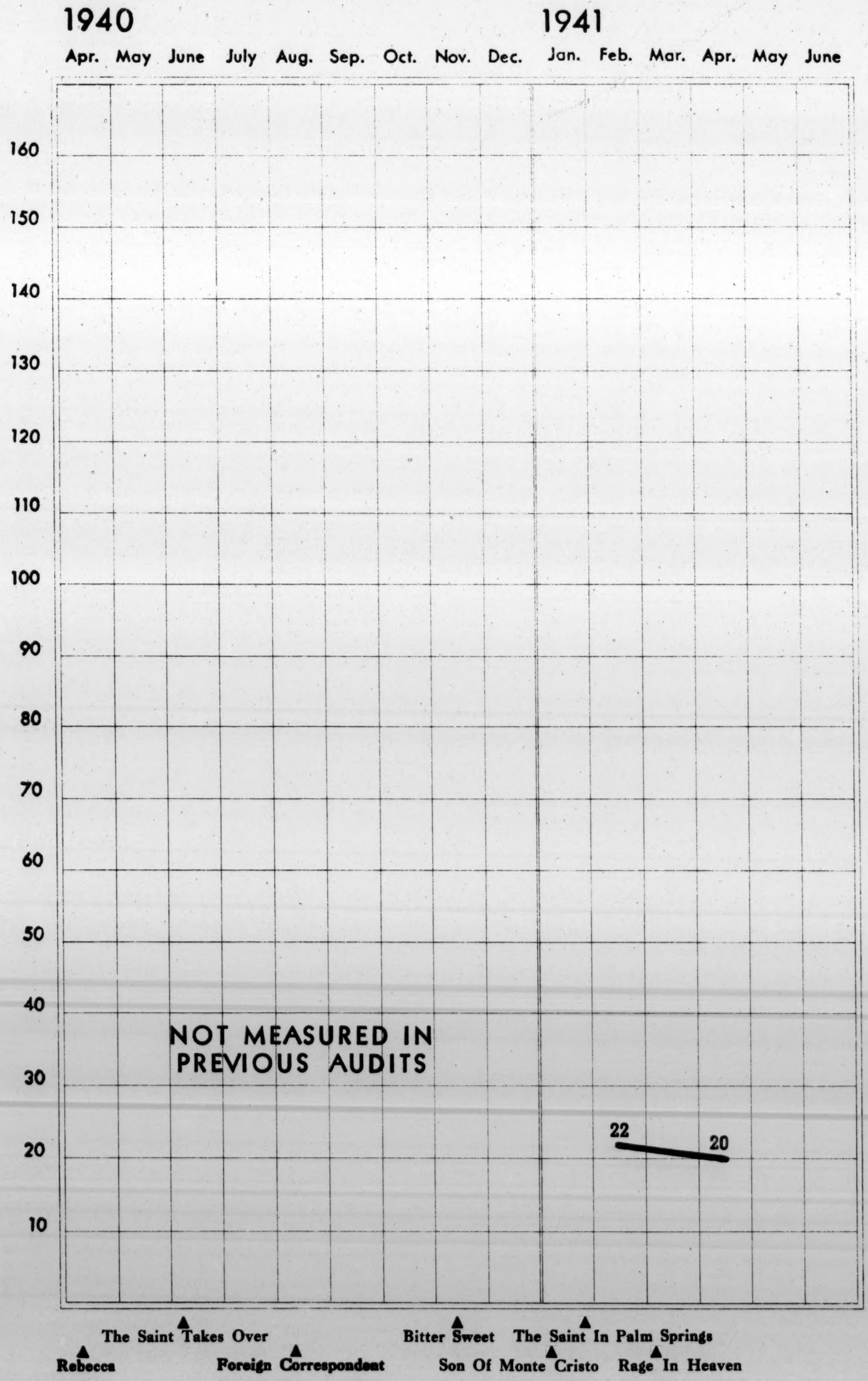


RUSSELL, Rosalind 32nd

RUSSELL, Rosalind

February—April 1941

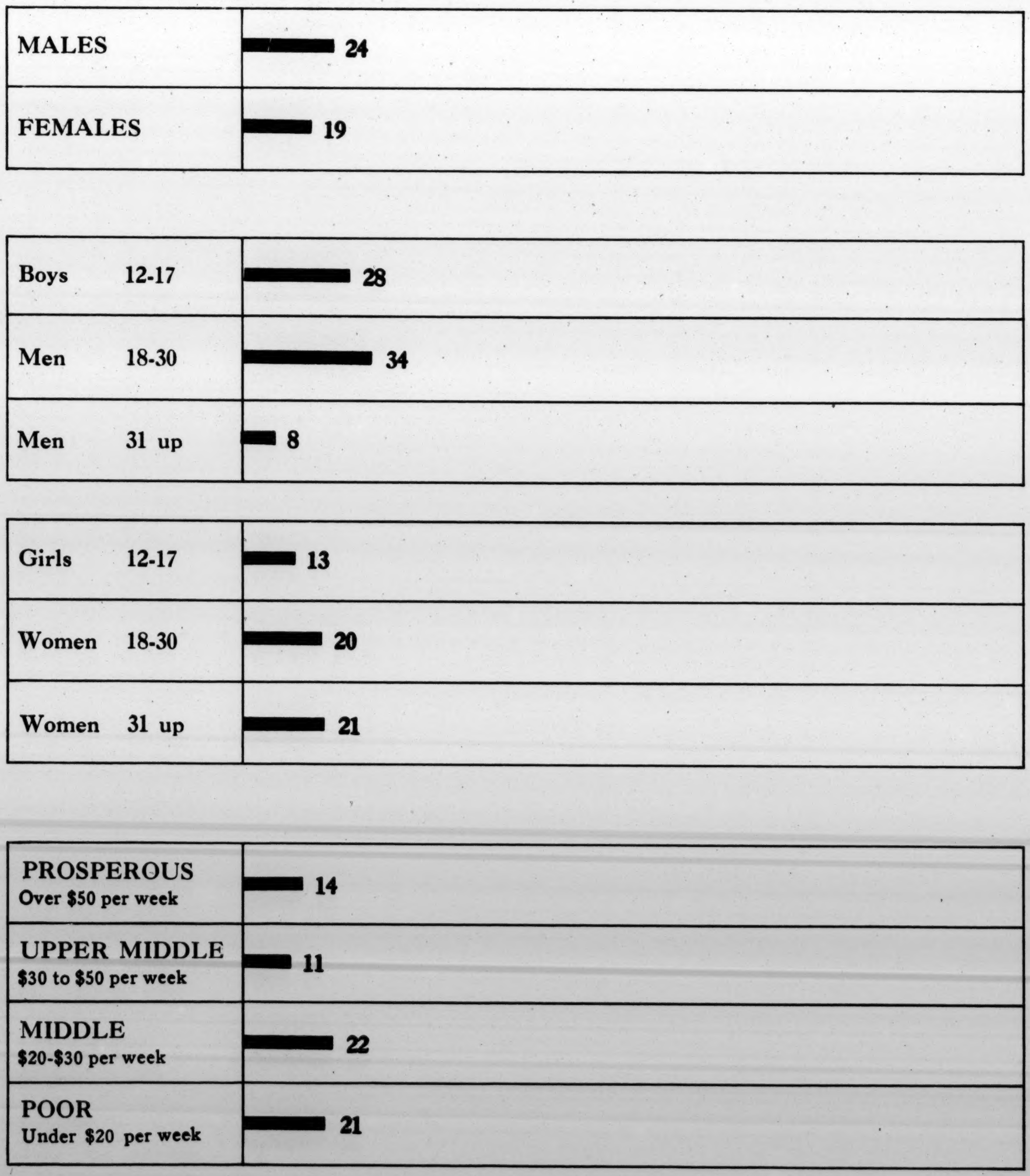


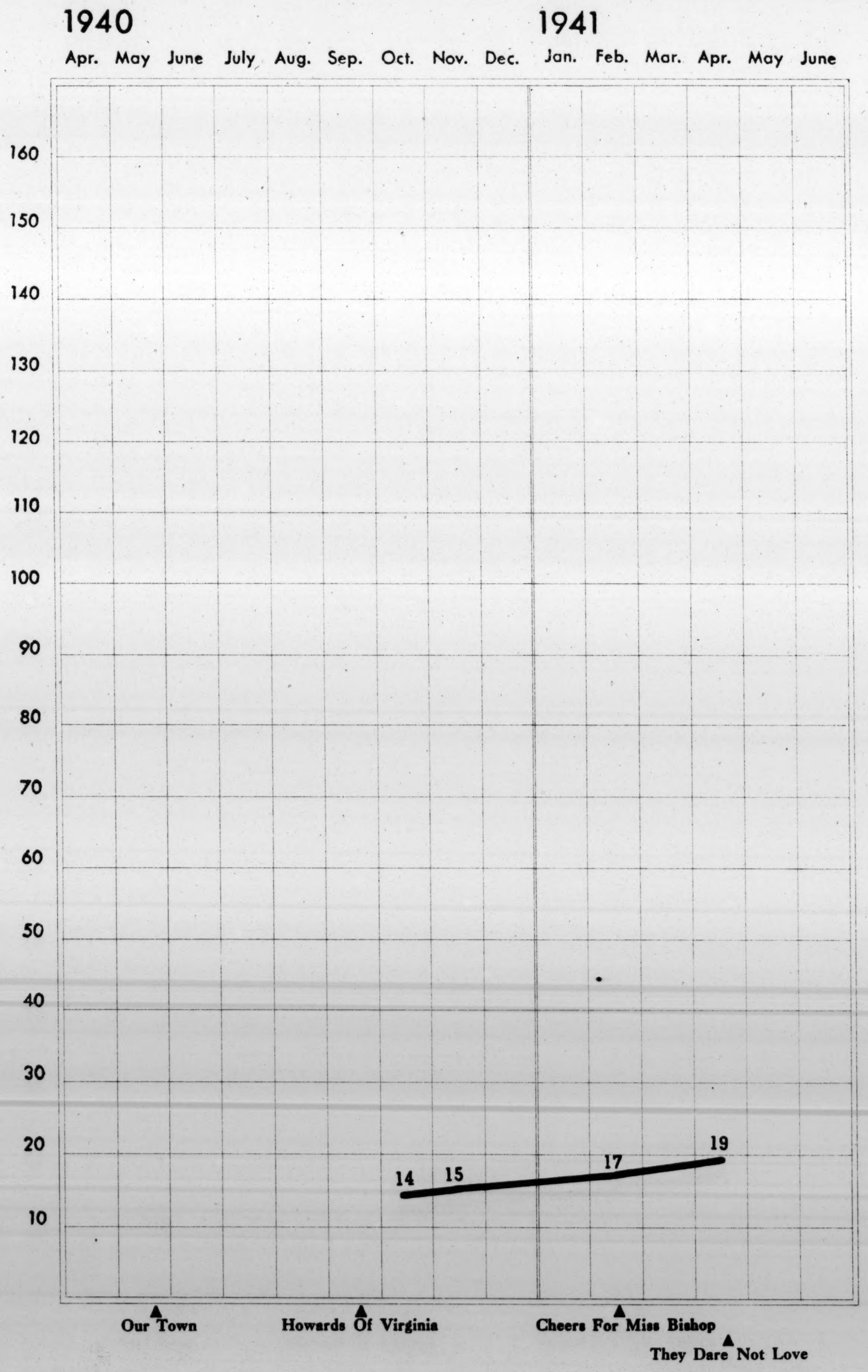


SANDERS, George 96th

SANDERS, George

February—April 1941

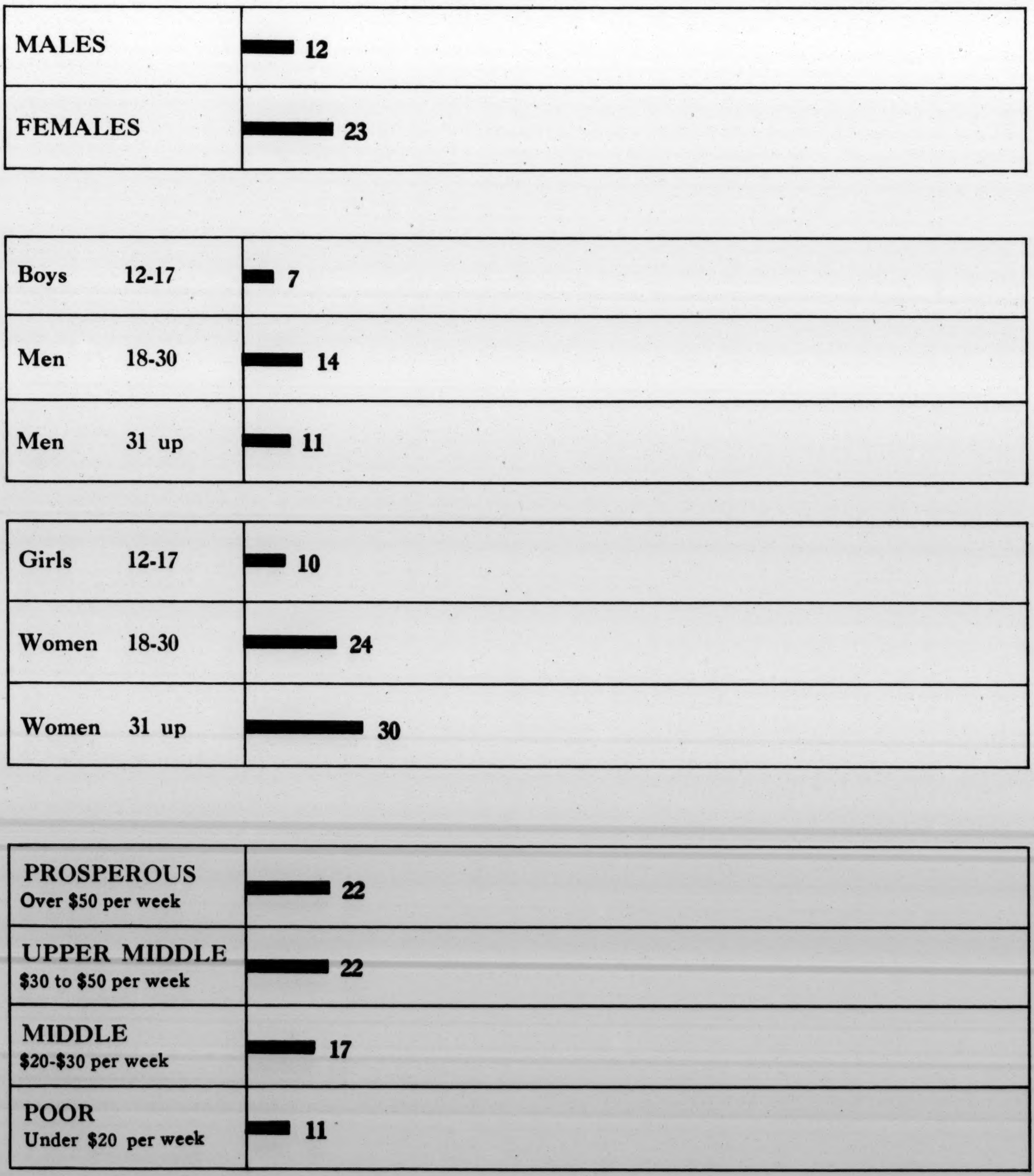


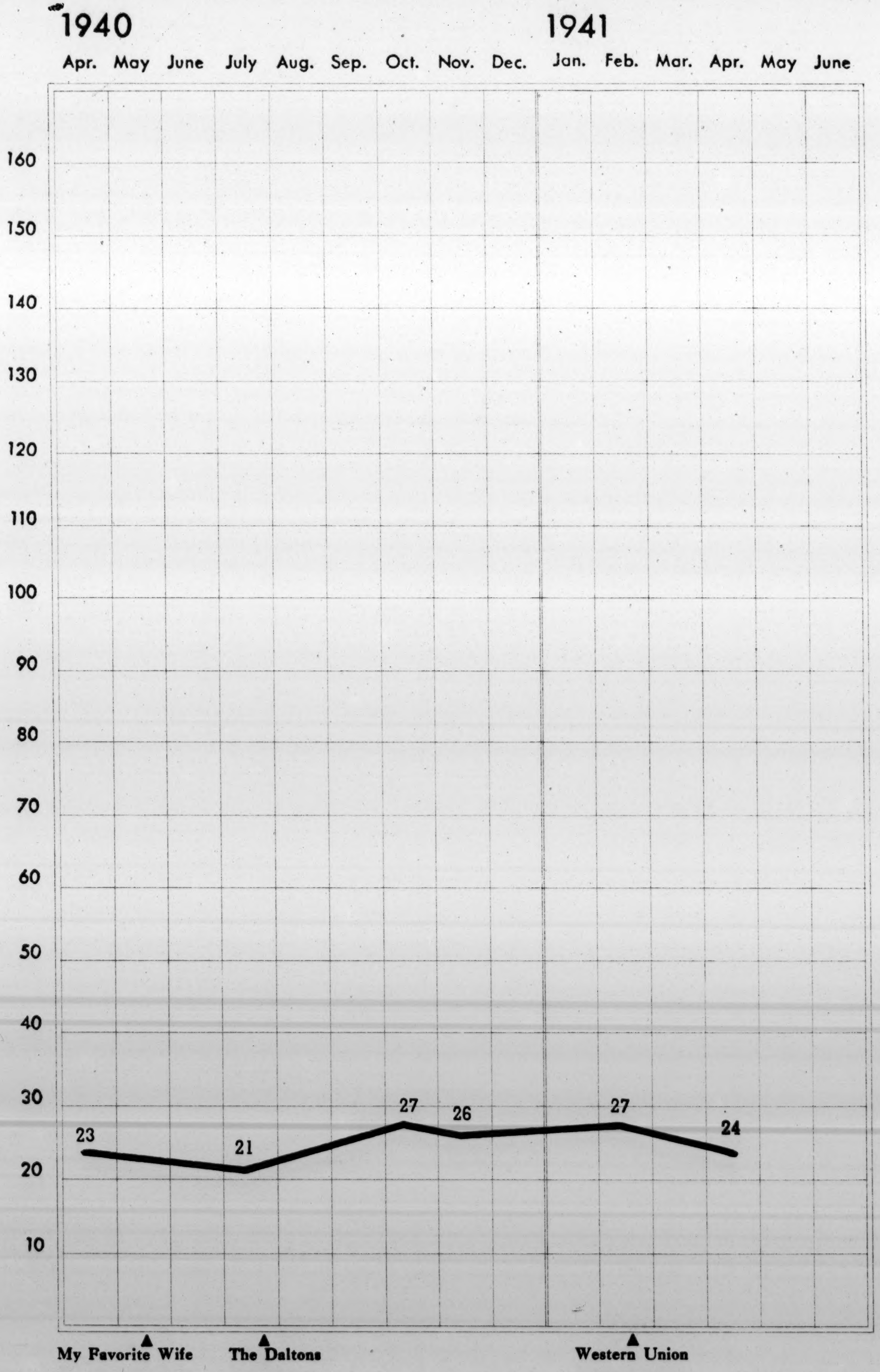


SCOTT, Martha 99th

SCOTT, Martha

February—April 1941

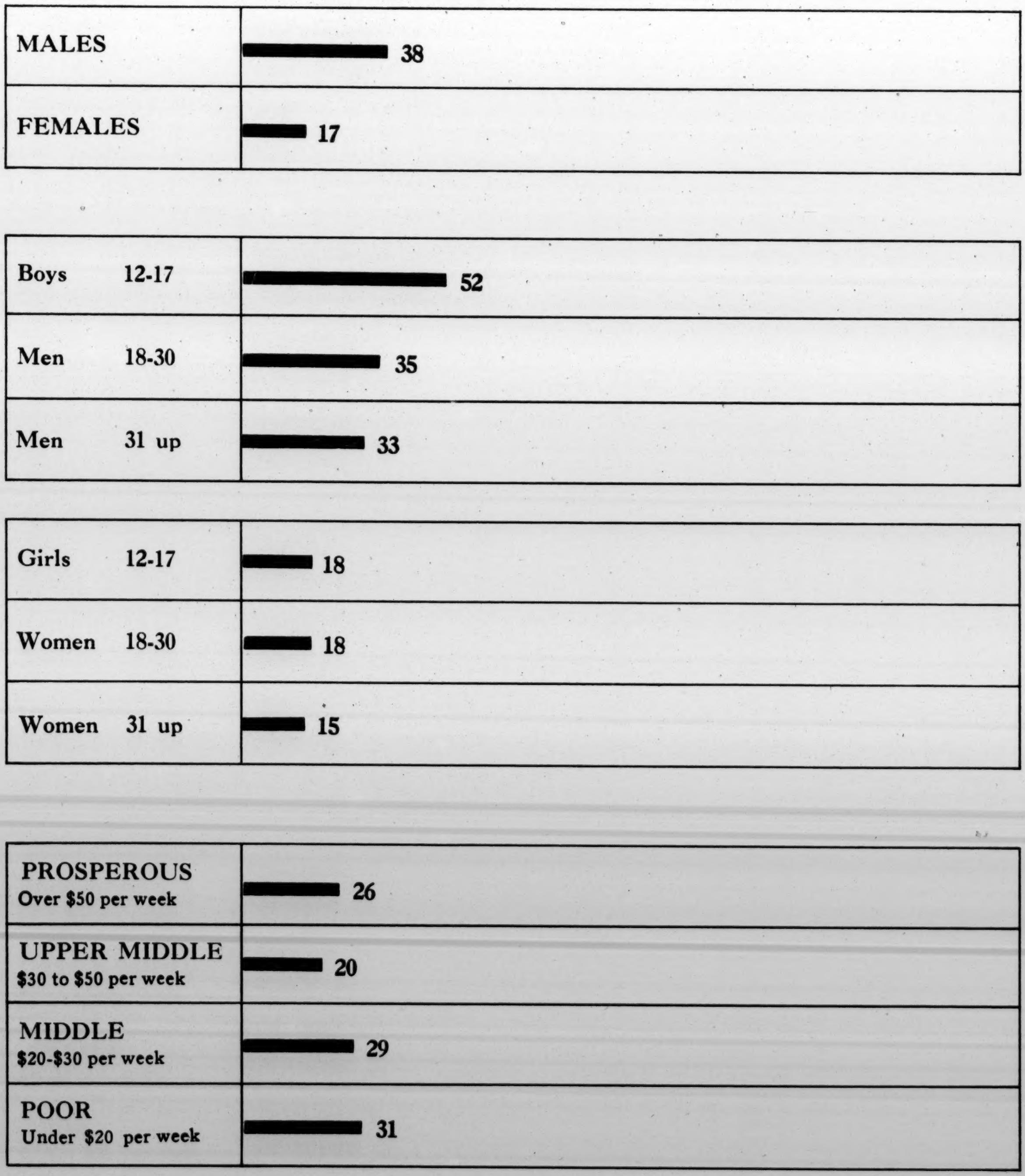


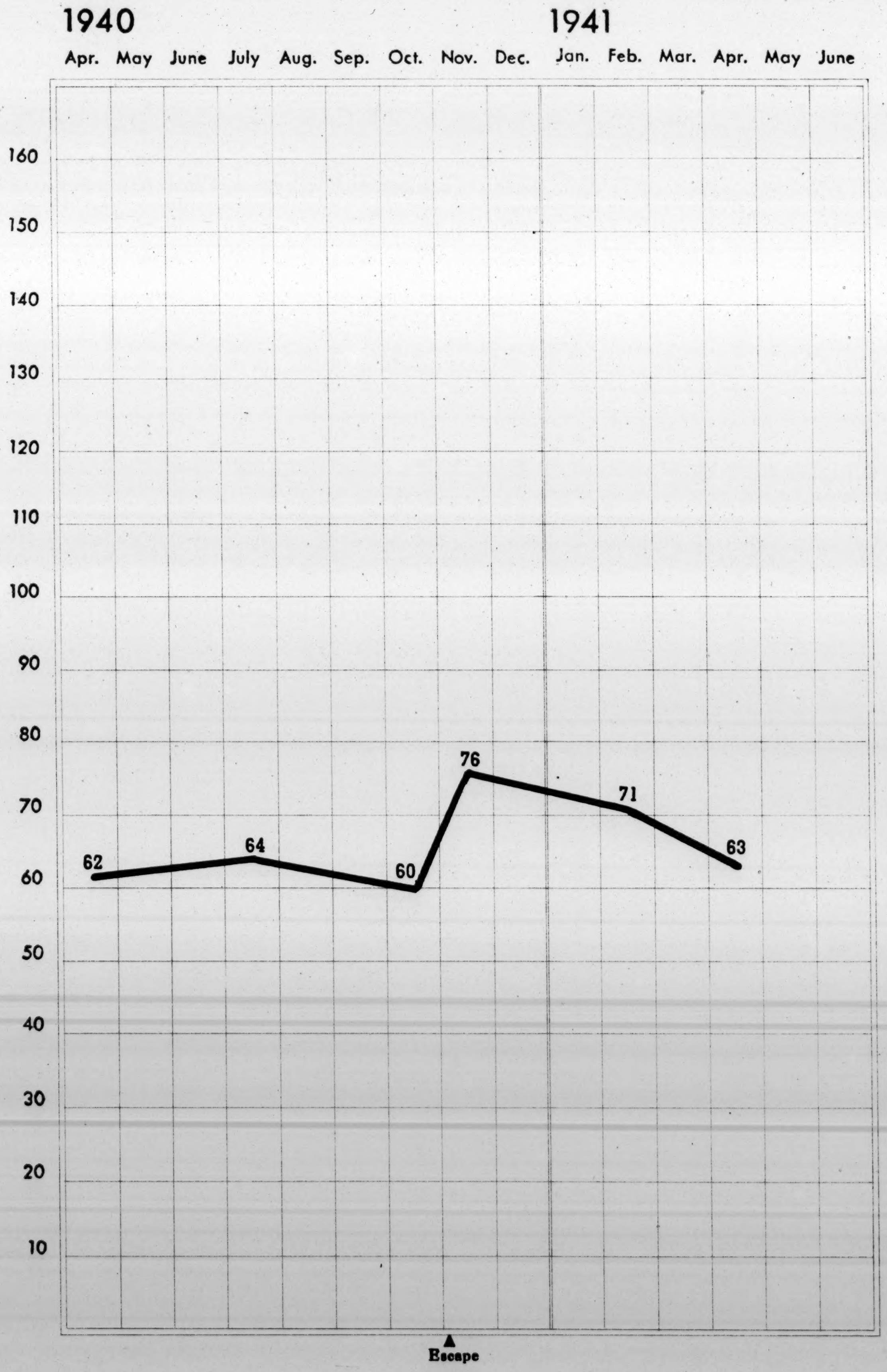


SCOTT, Randolph 86th

SCOTT, Randolph

February—April 1941

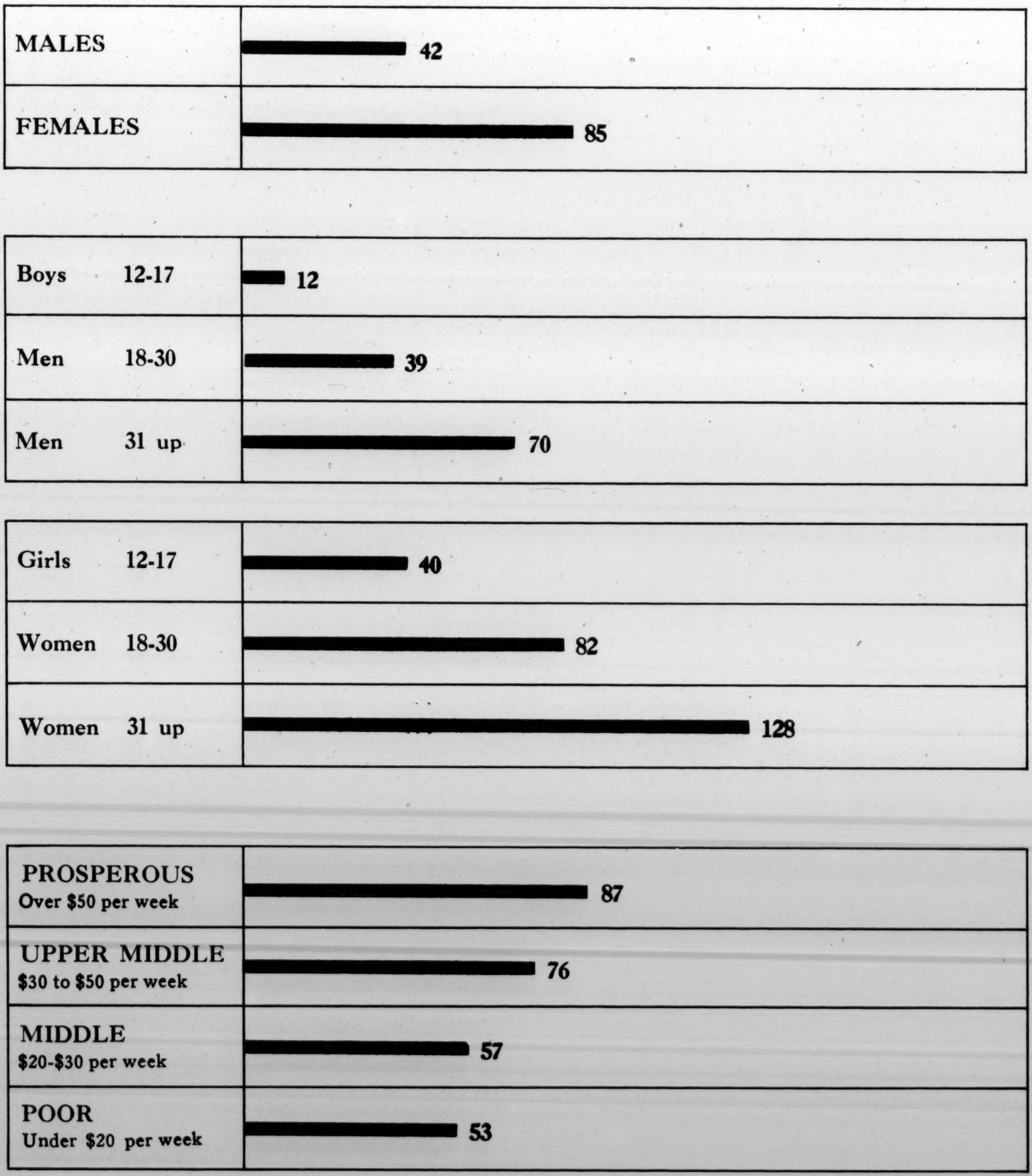


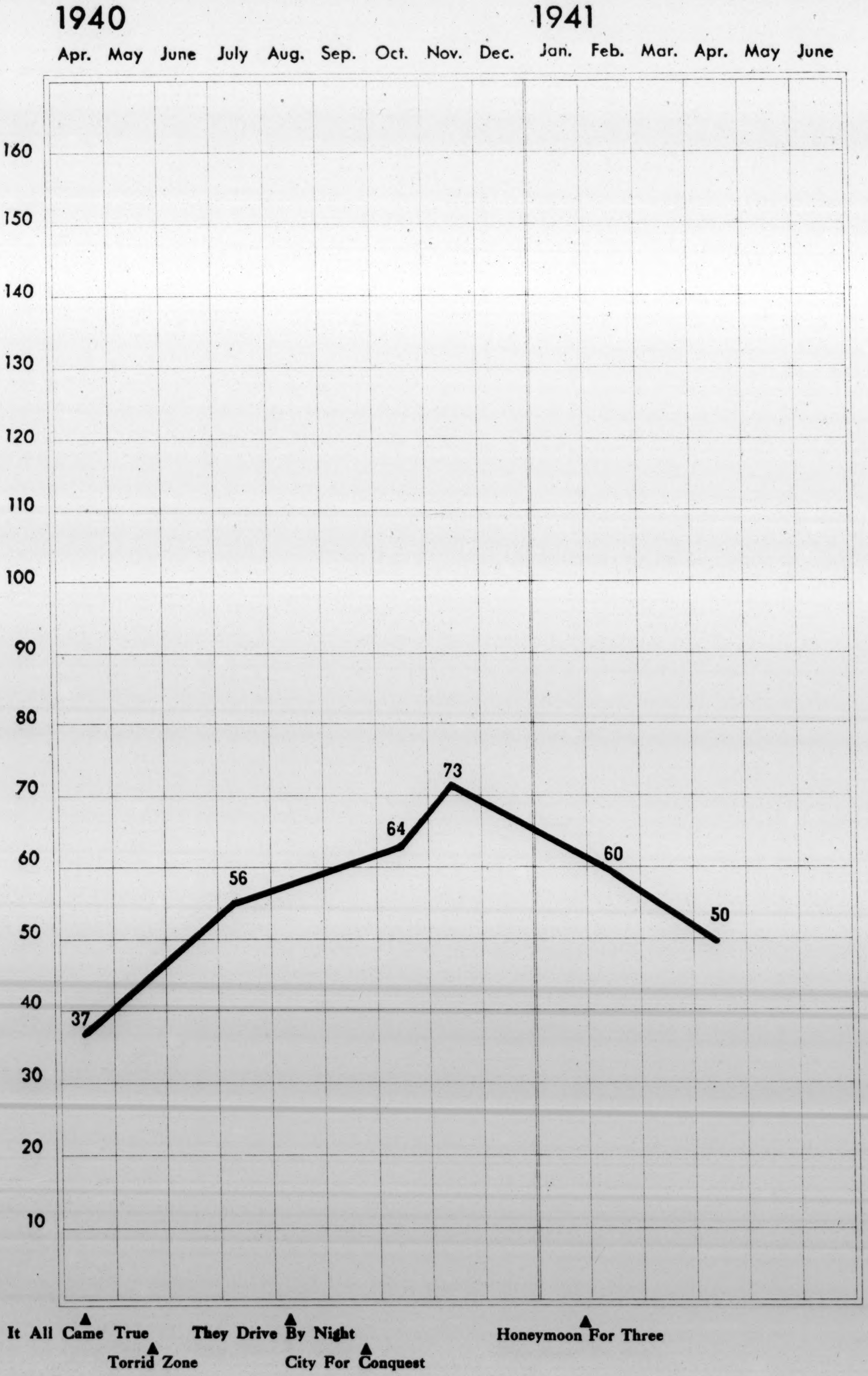


SHEARER, Norma 29th

SHEARER, Norma

February—April 1941

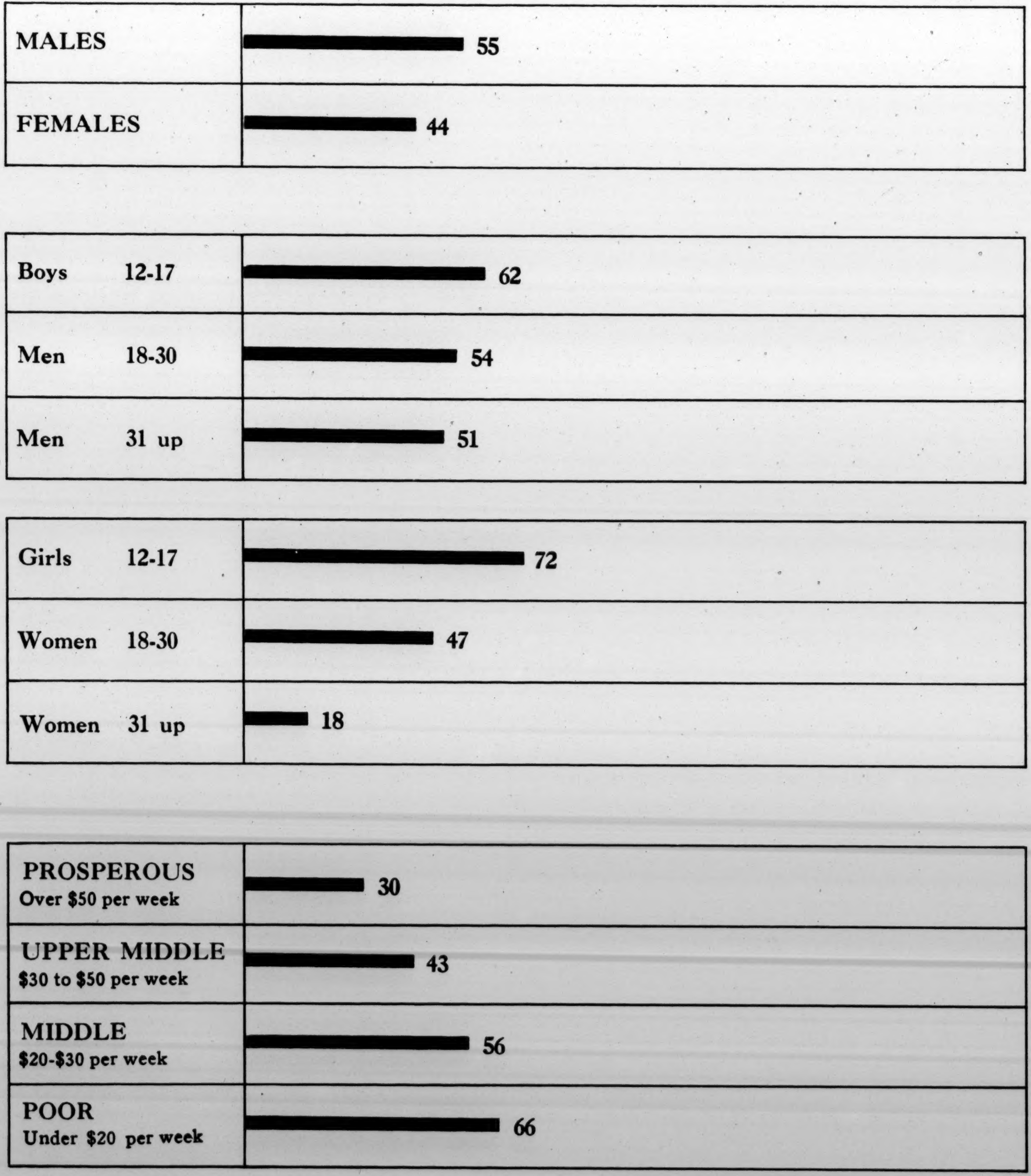


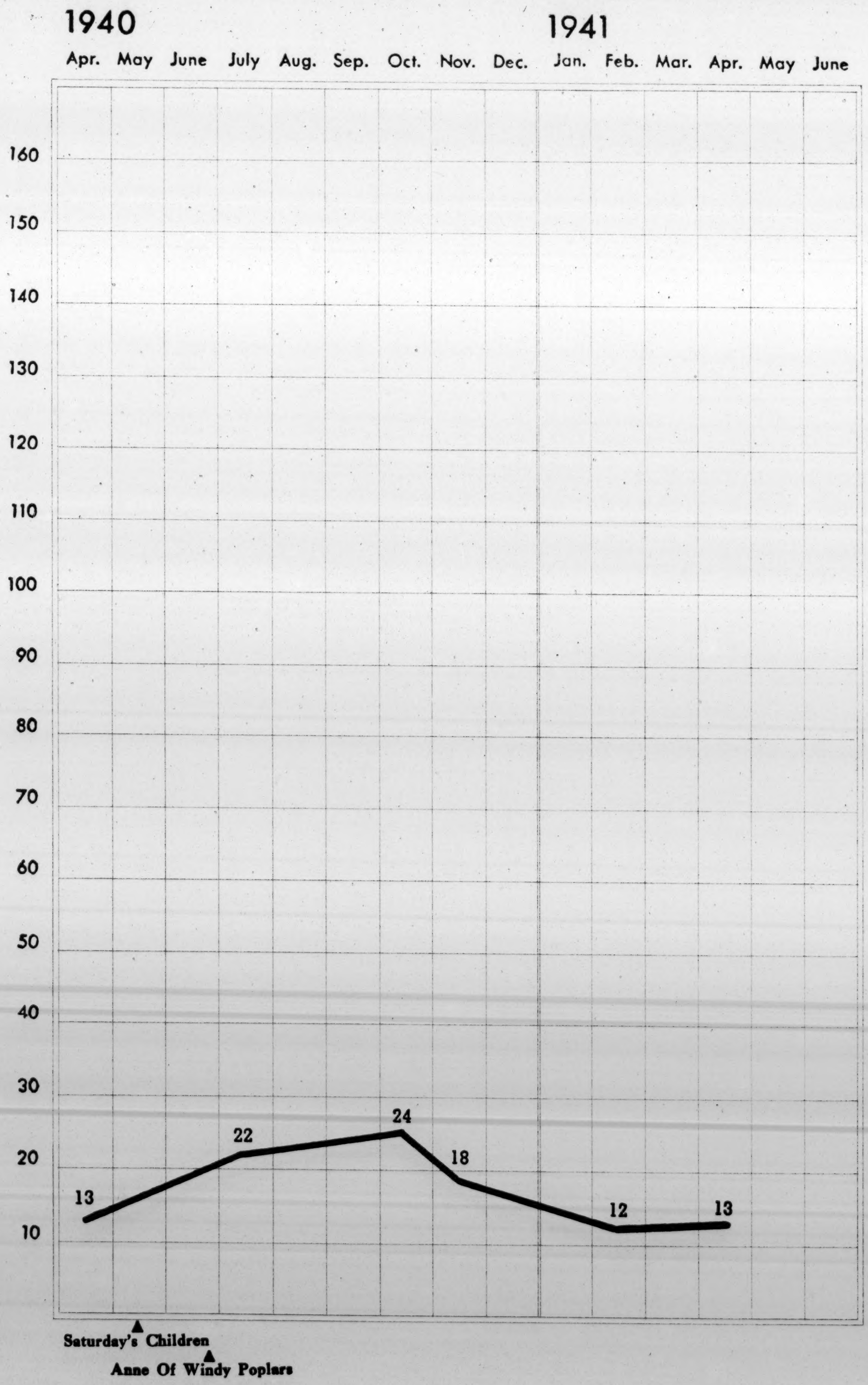


SHERIDAN, Ann 48th

SHERIDAN, Ann

February—April 1941

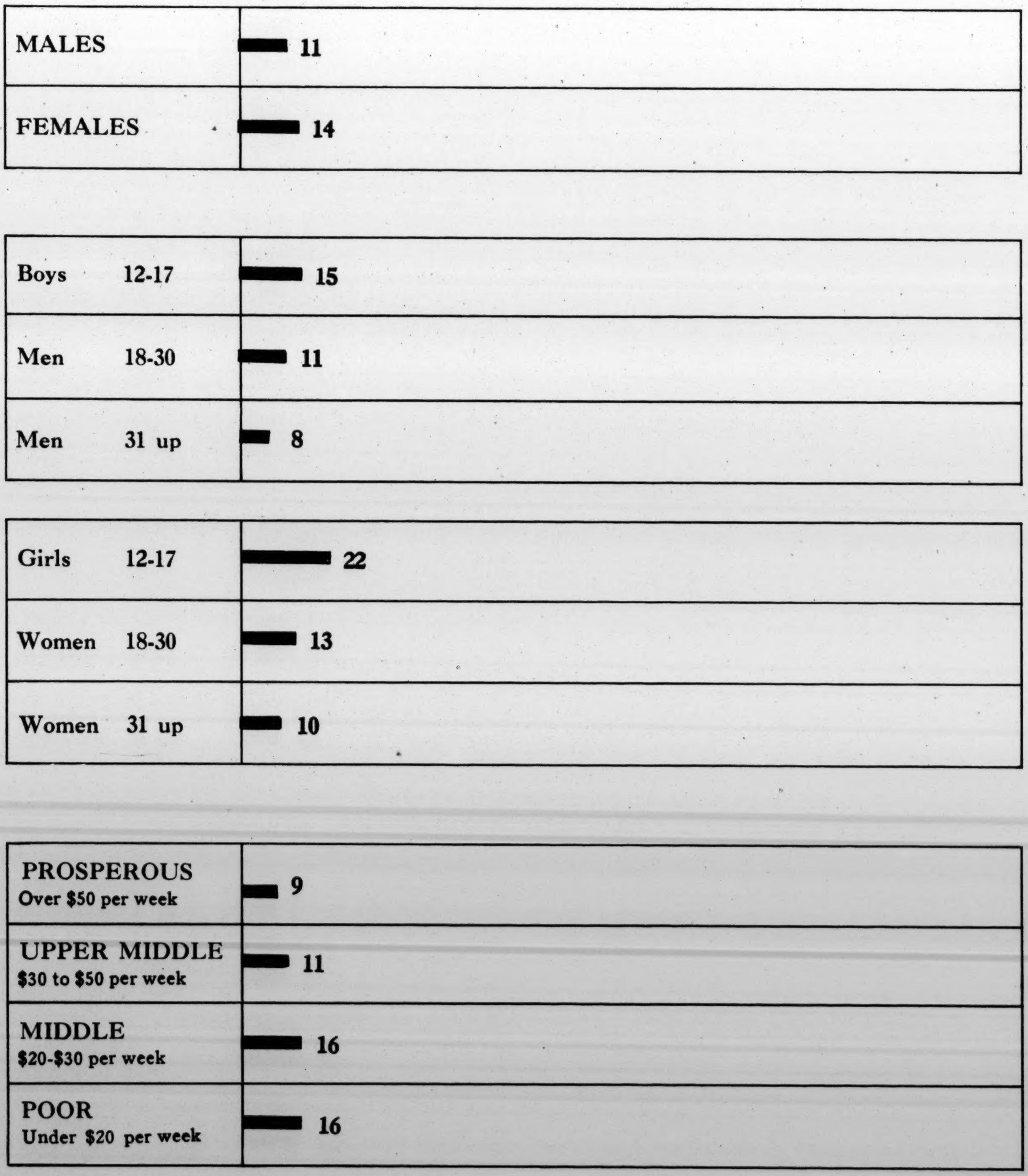


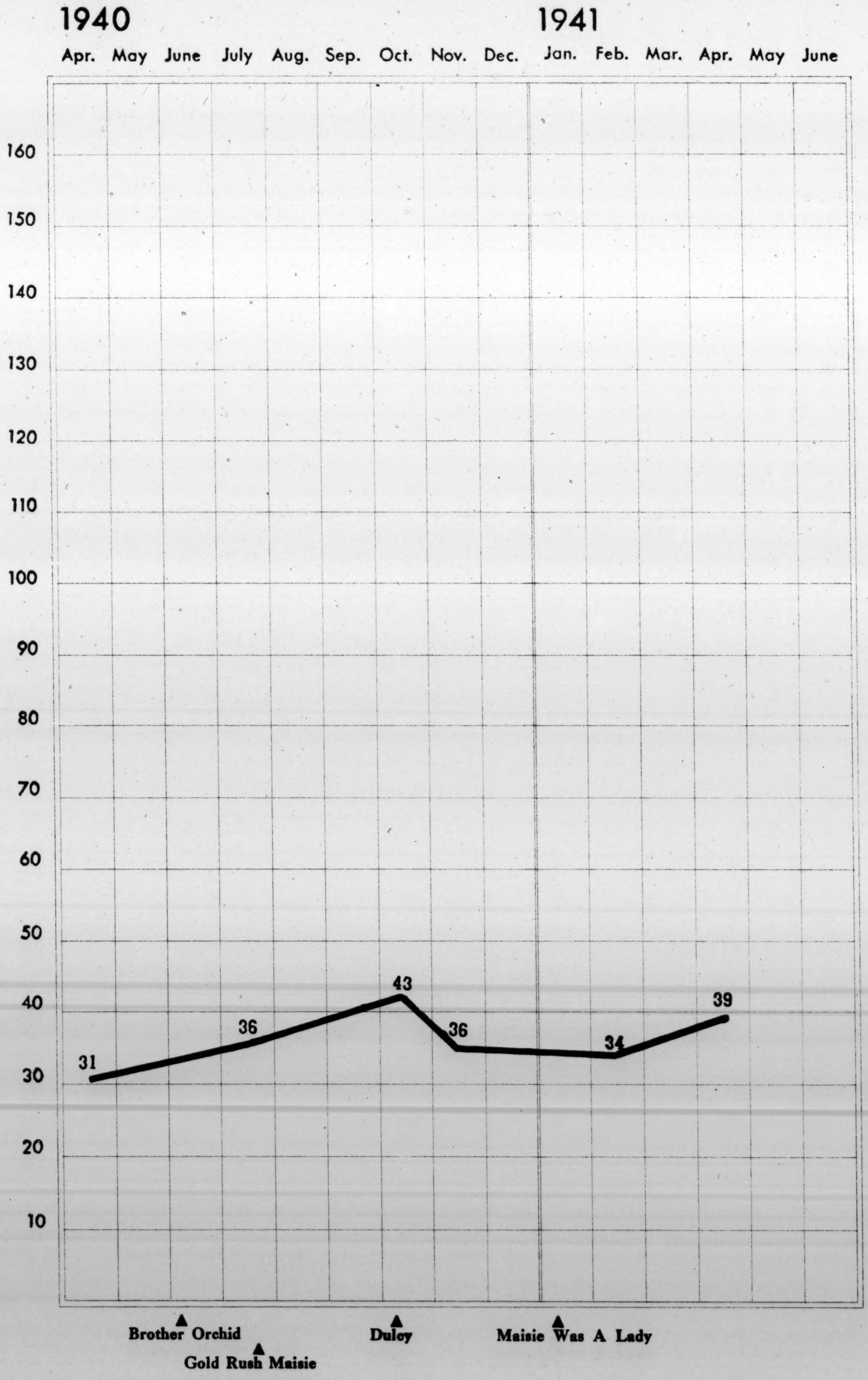


SHIRLEY, Anne 108th

SHIRLEY, Anne

February—April 1941

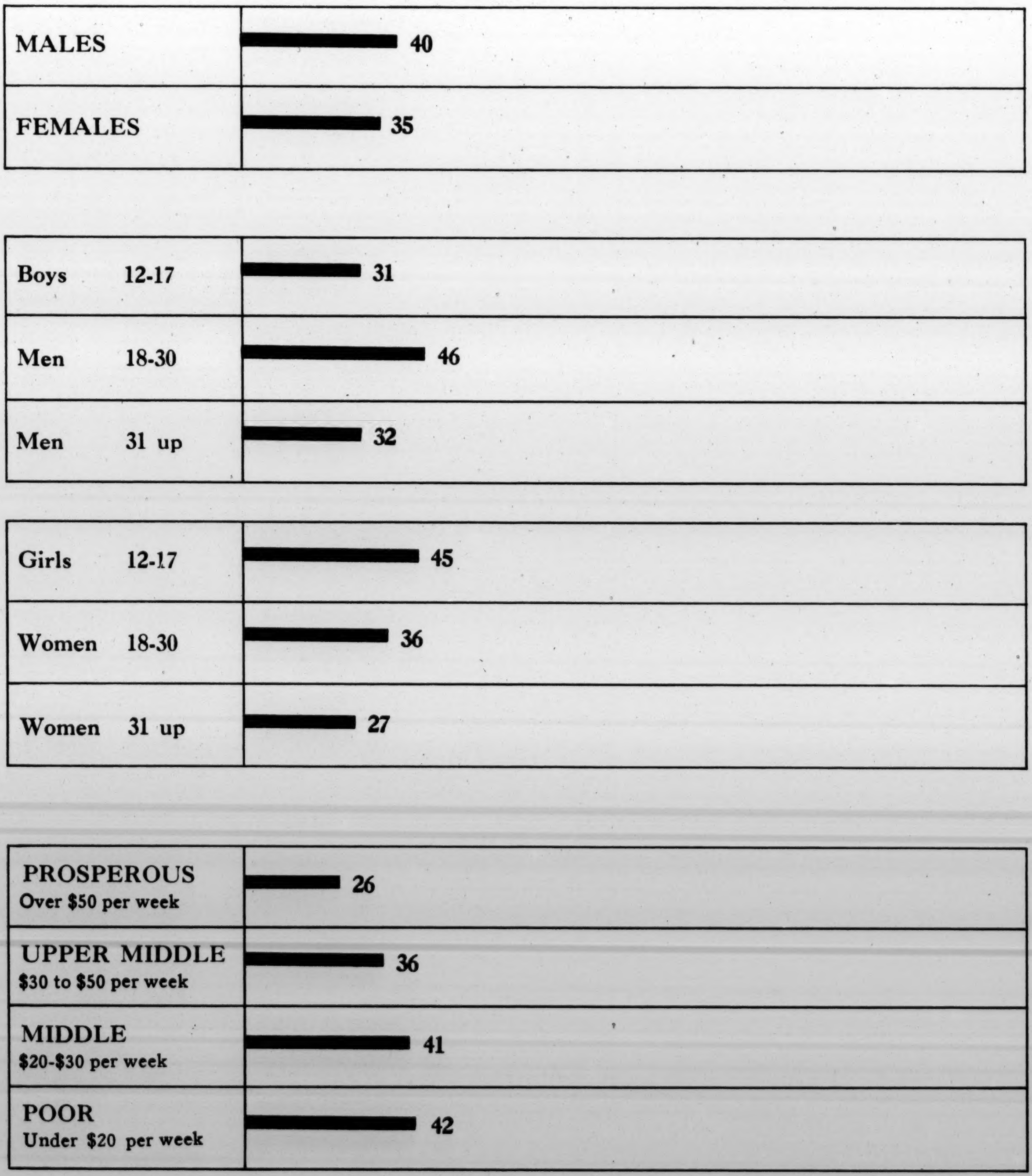


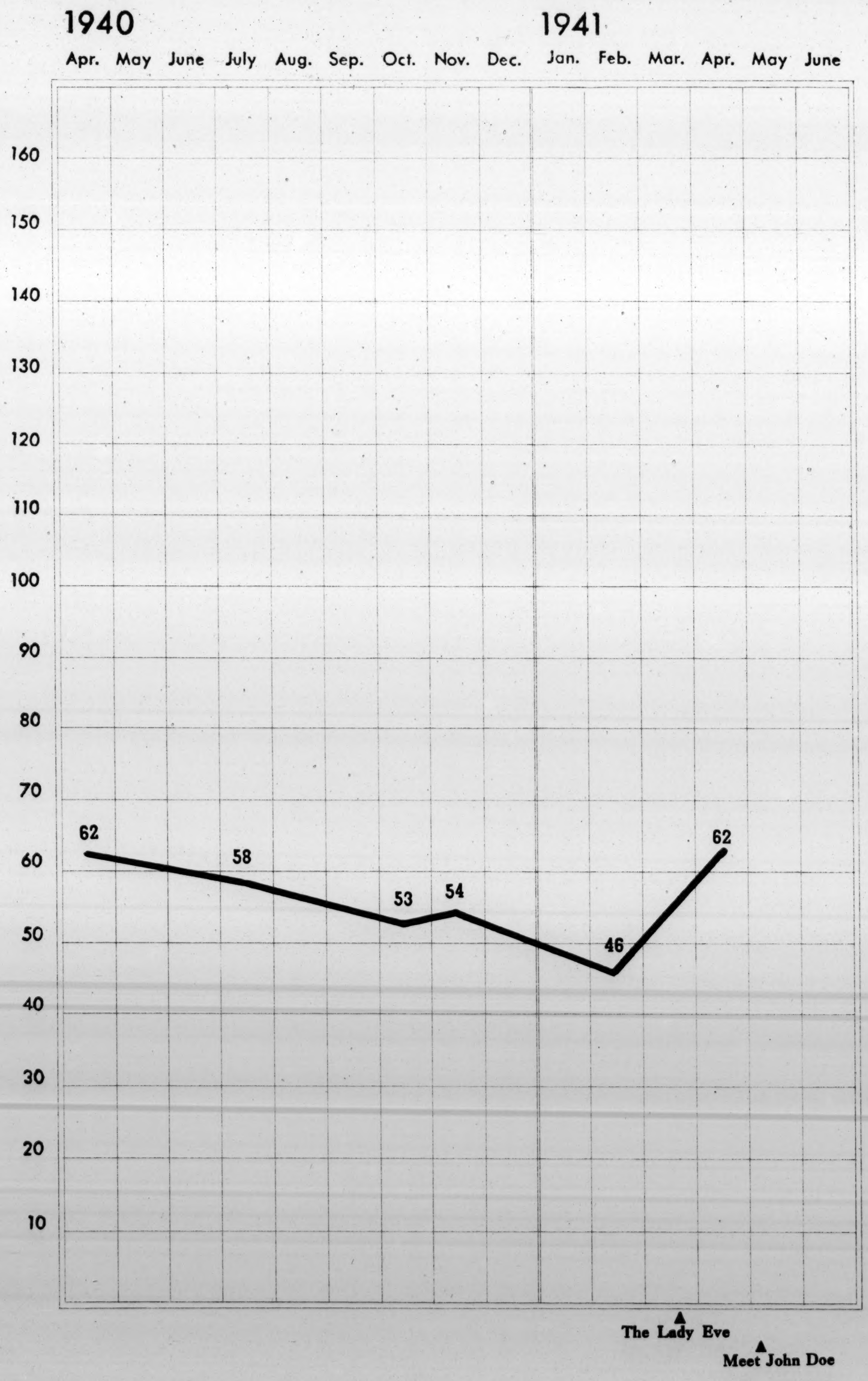


SOTHERN, Ann 60th

SOTHERN, Ann

February—April 1941

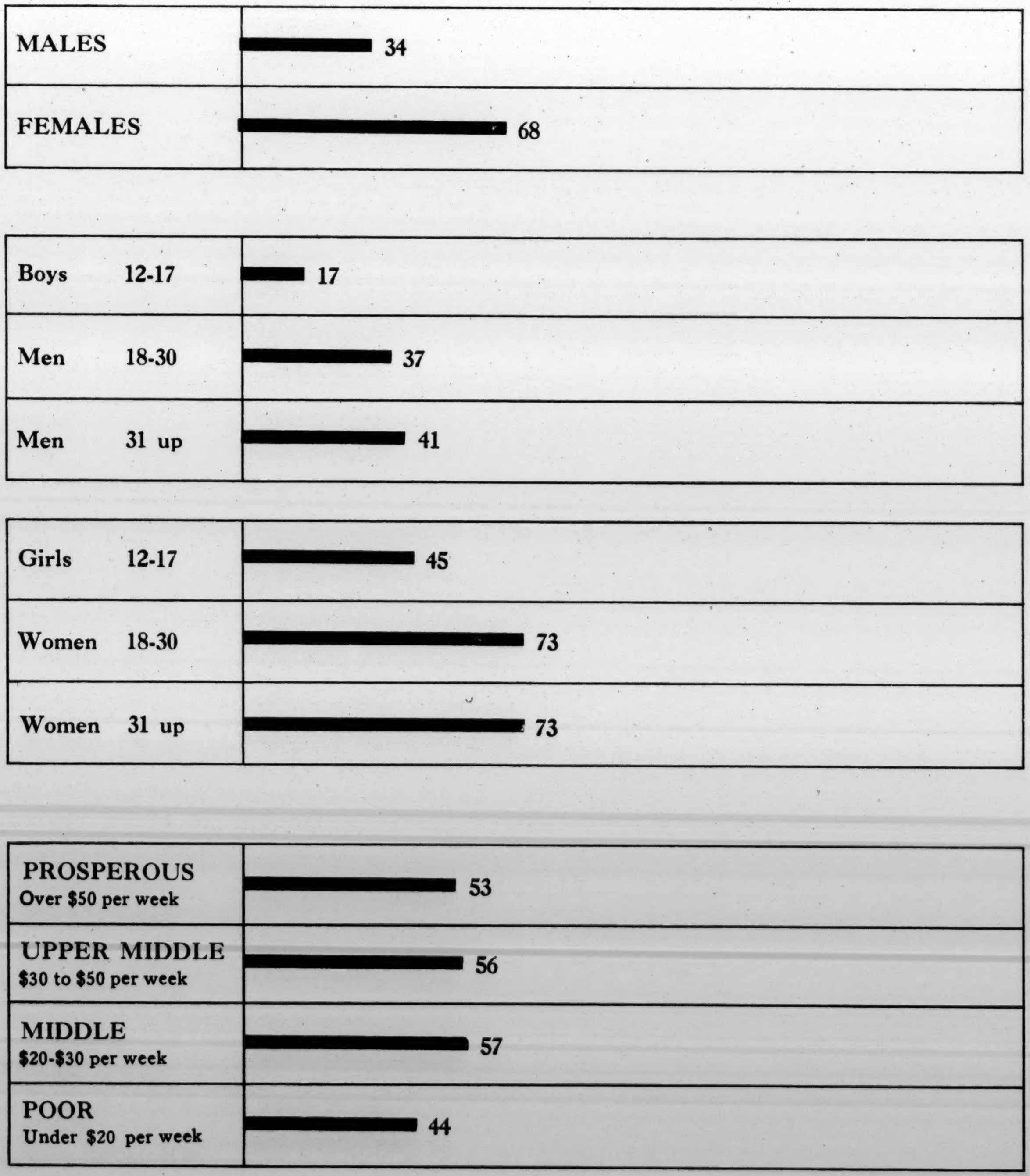


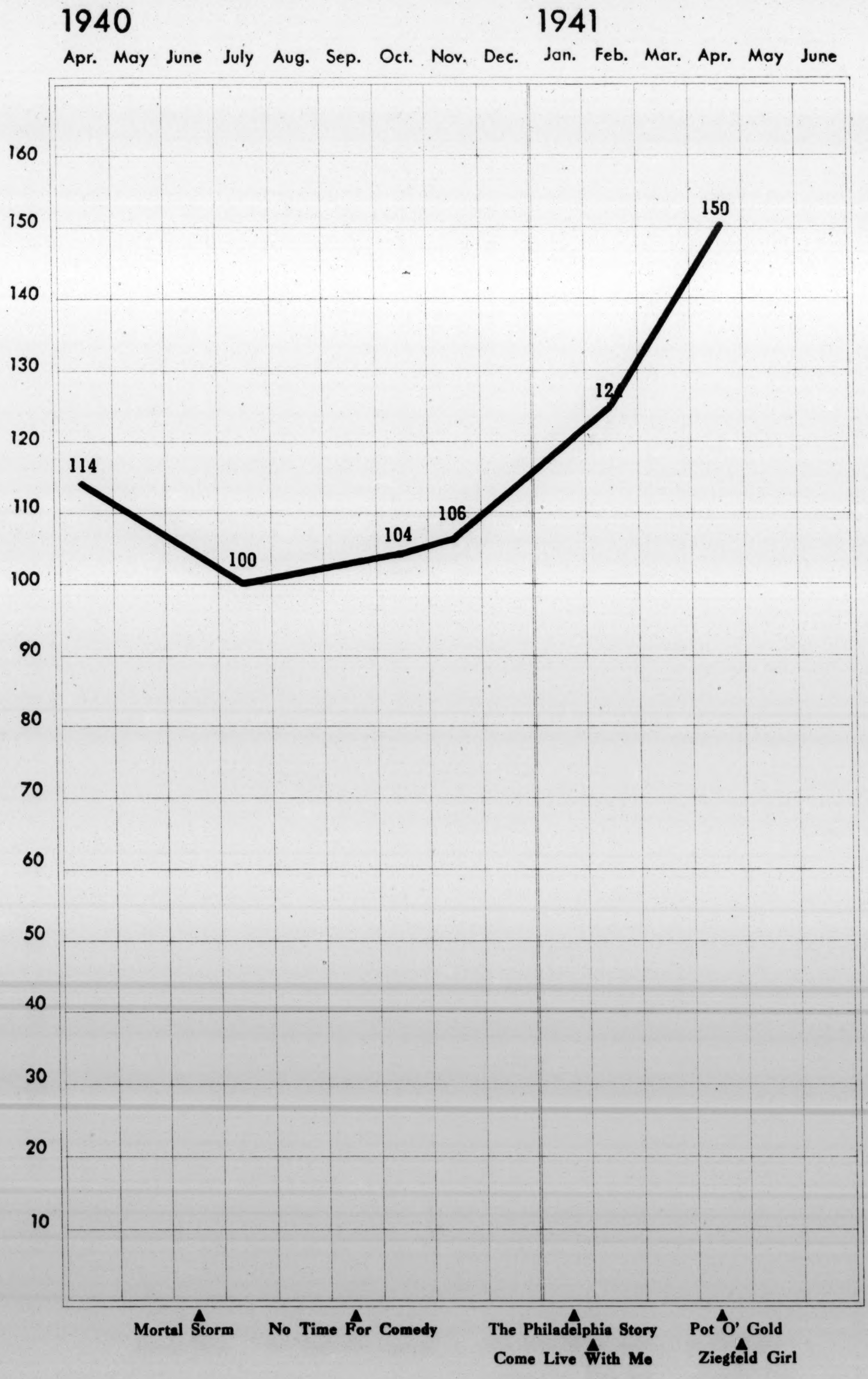


STANWYCK, Barbara 32nd

STANWYCK, Barbara

February—April 1941

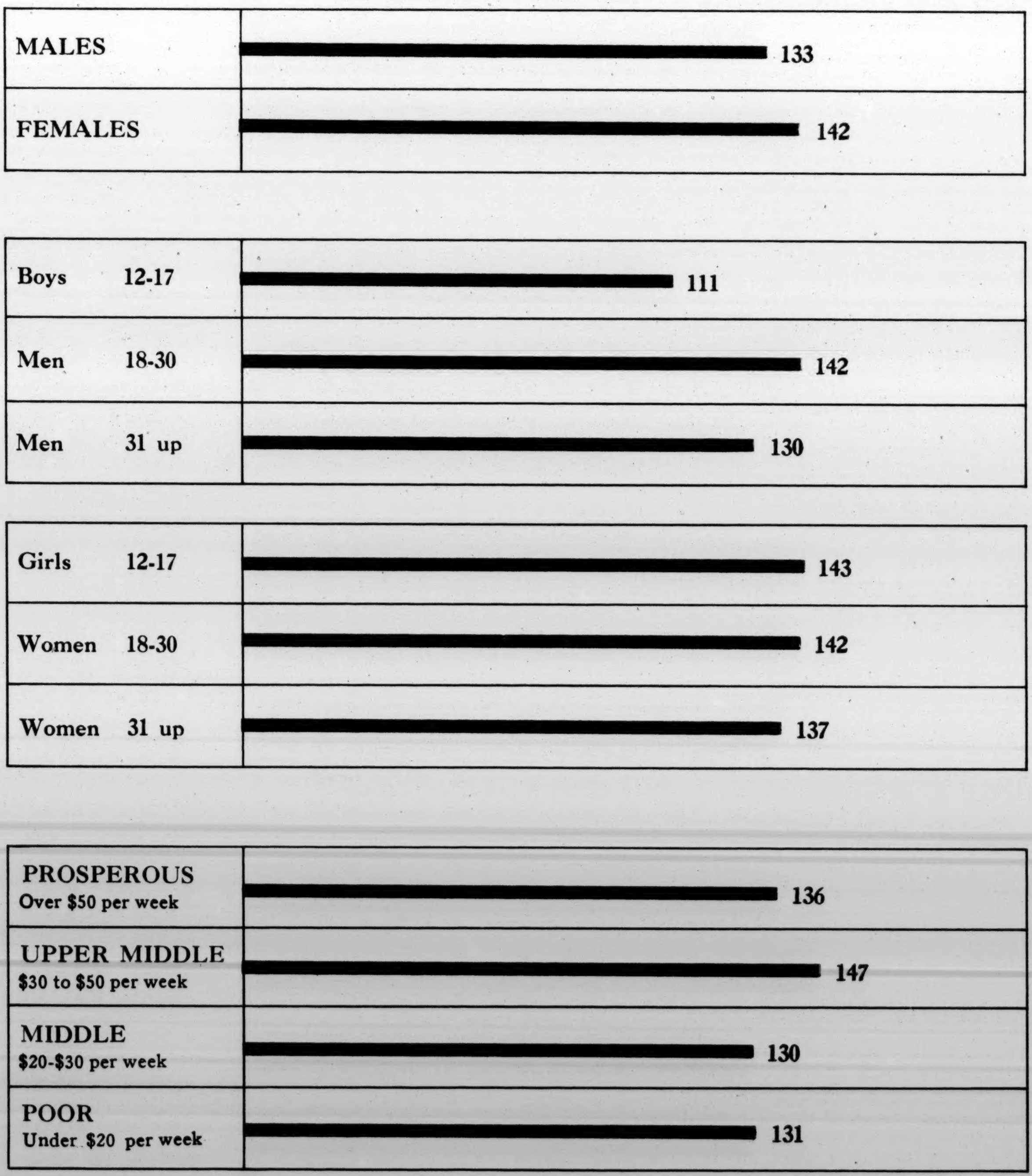


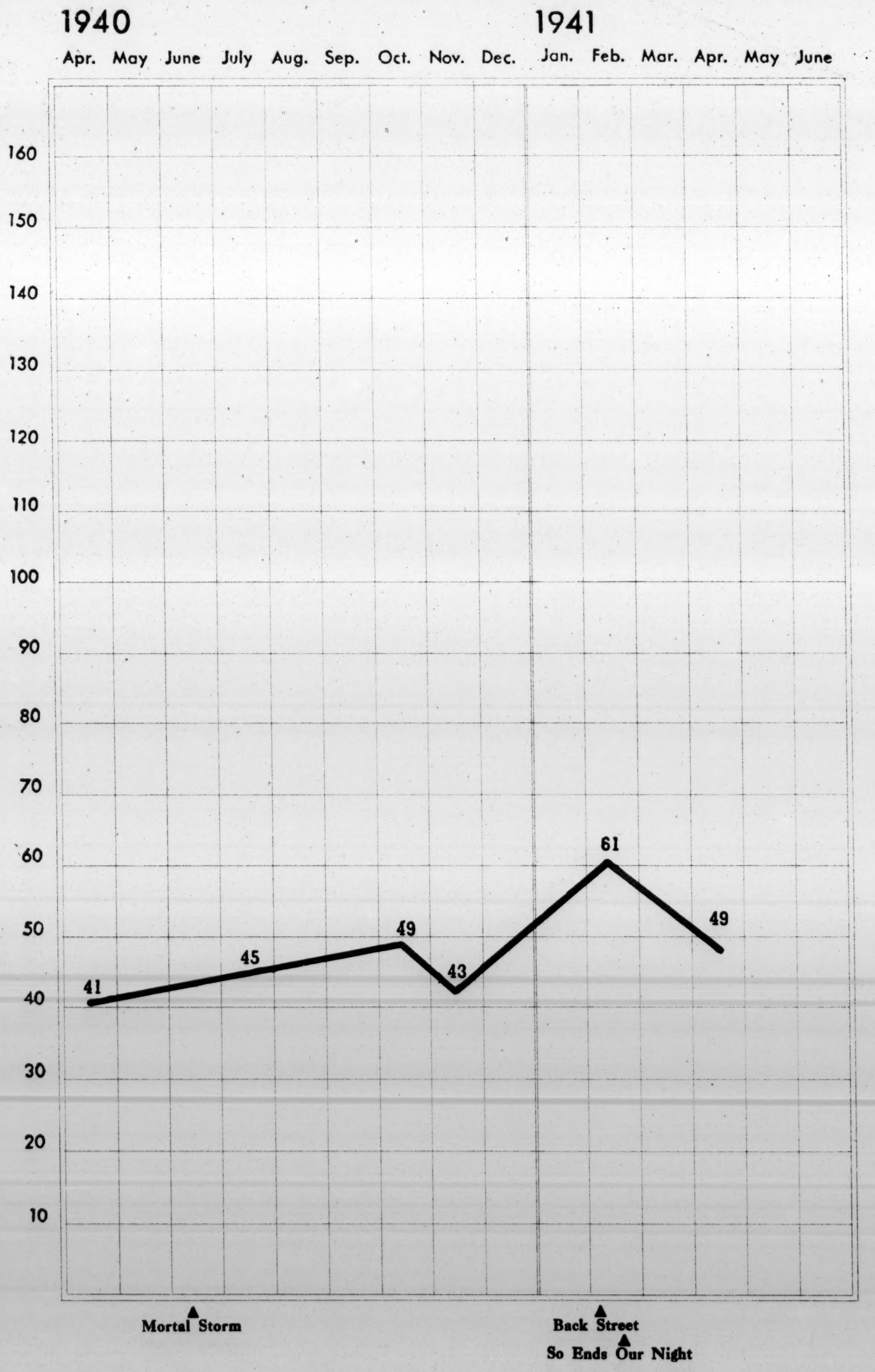


STEWART, James 2nd

STEWART, James

February—April 1941

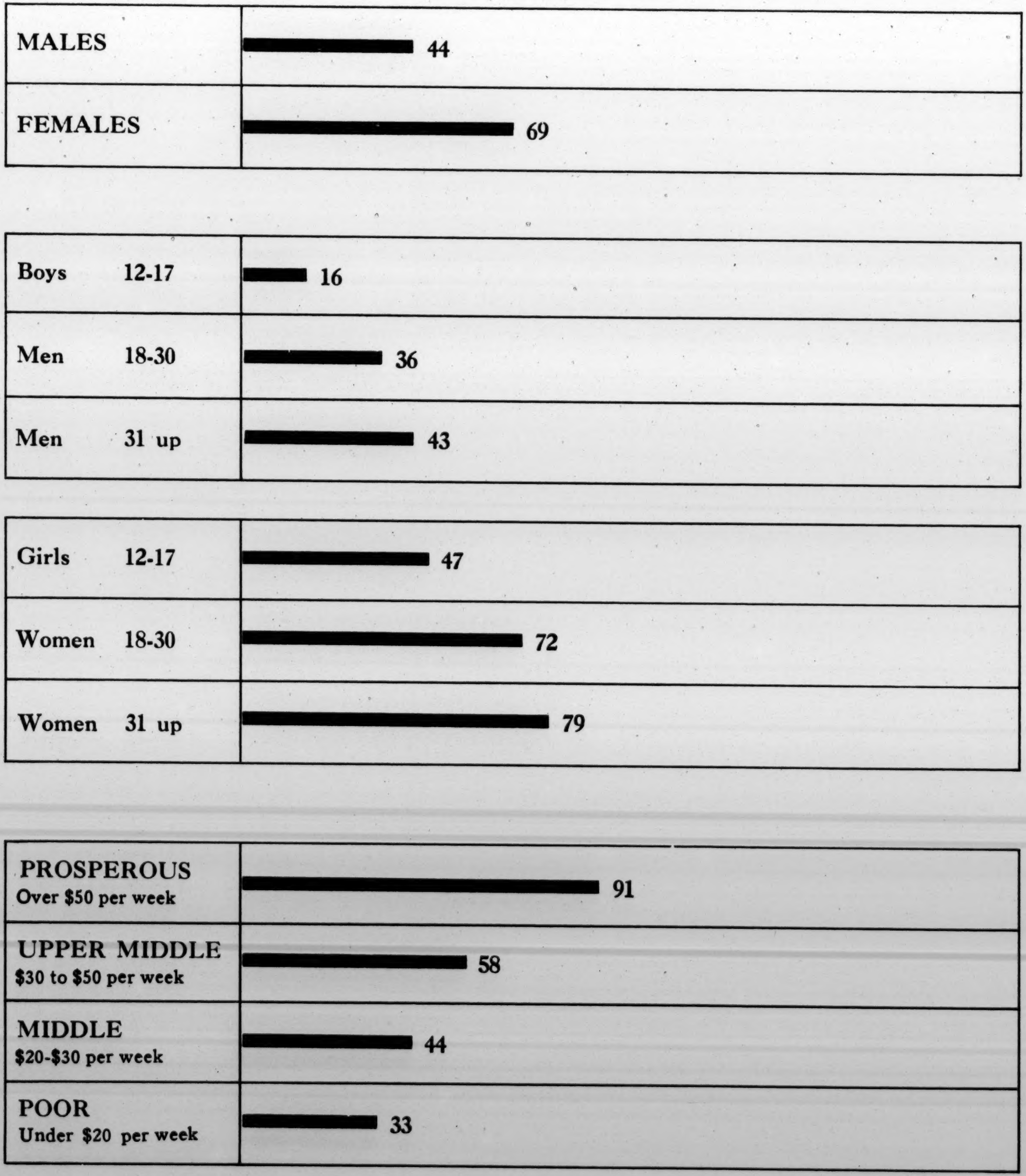


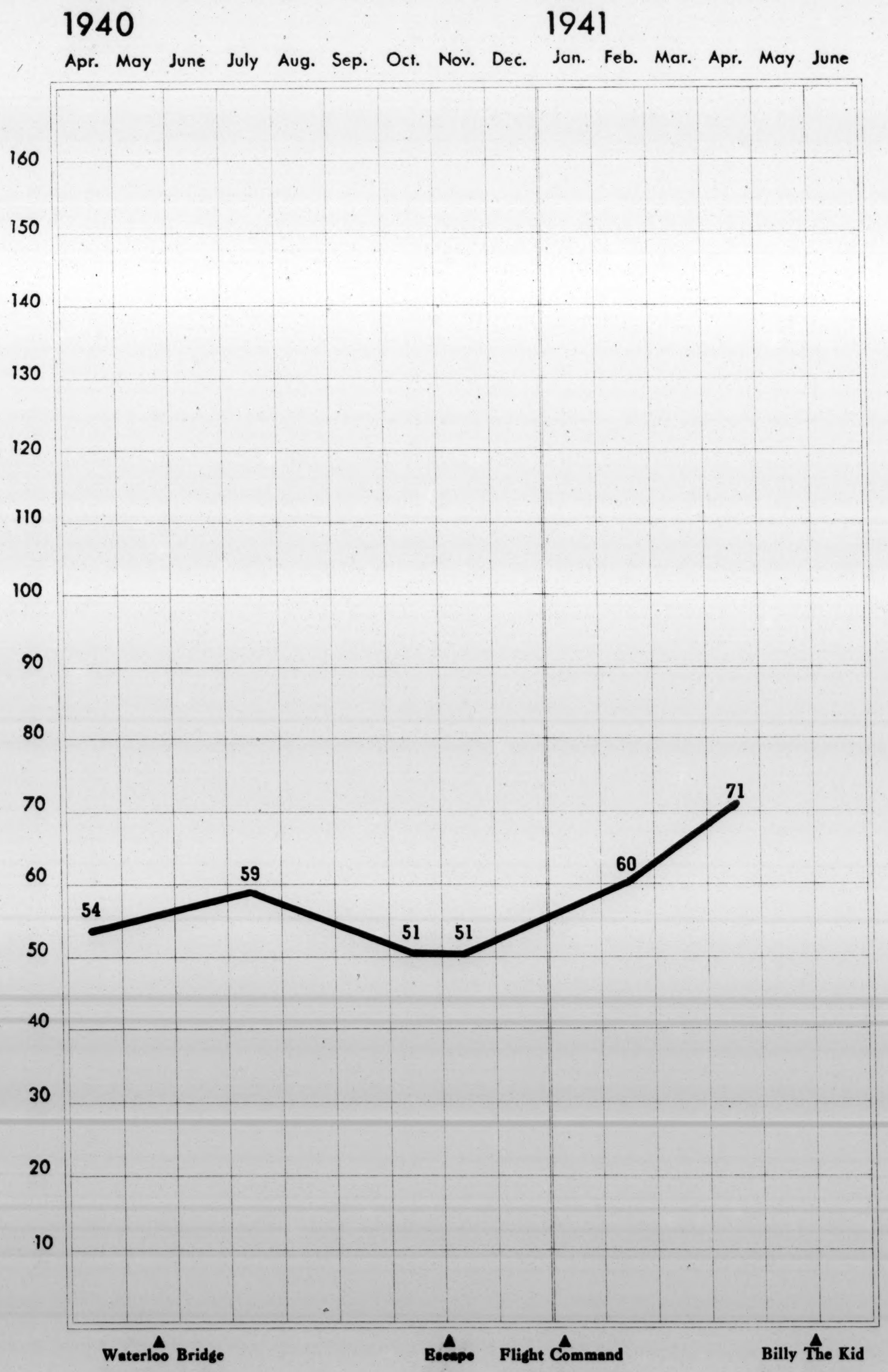


SULLAVAN, Margaret 54th

SULLAVAN, Margaret

February—April 1941

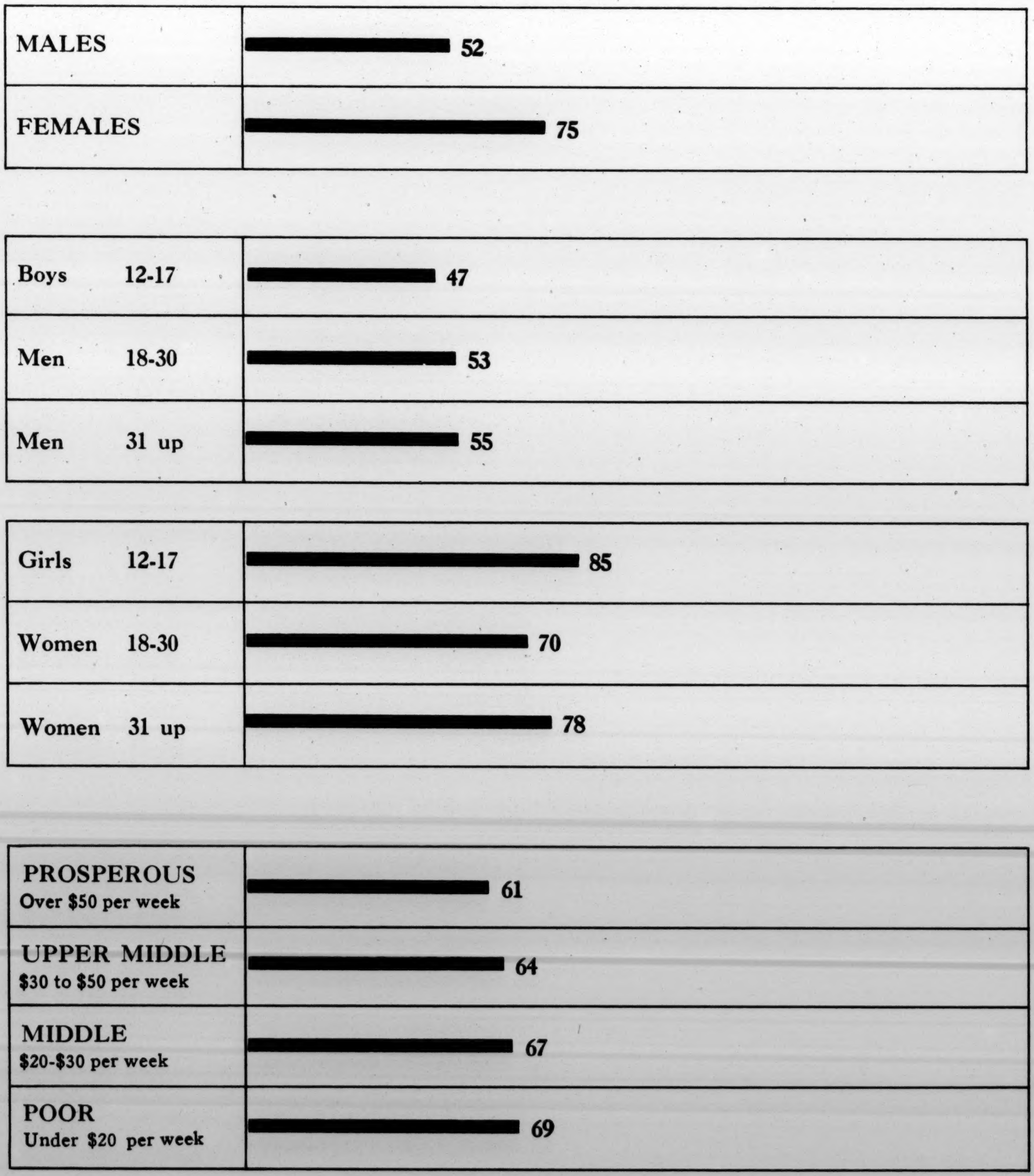


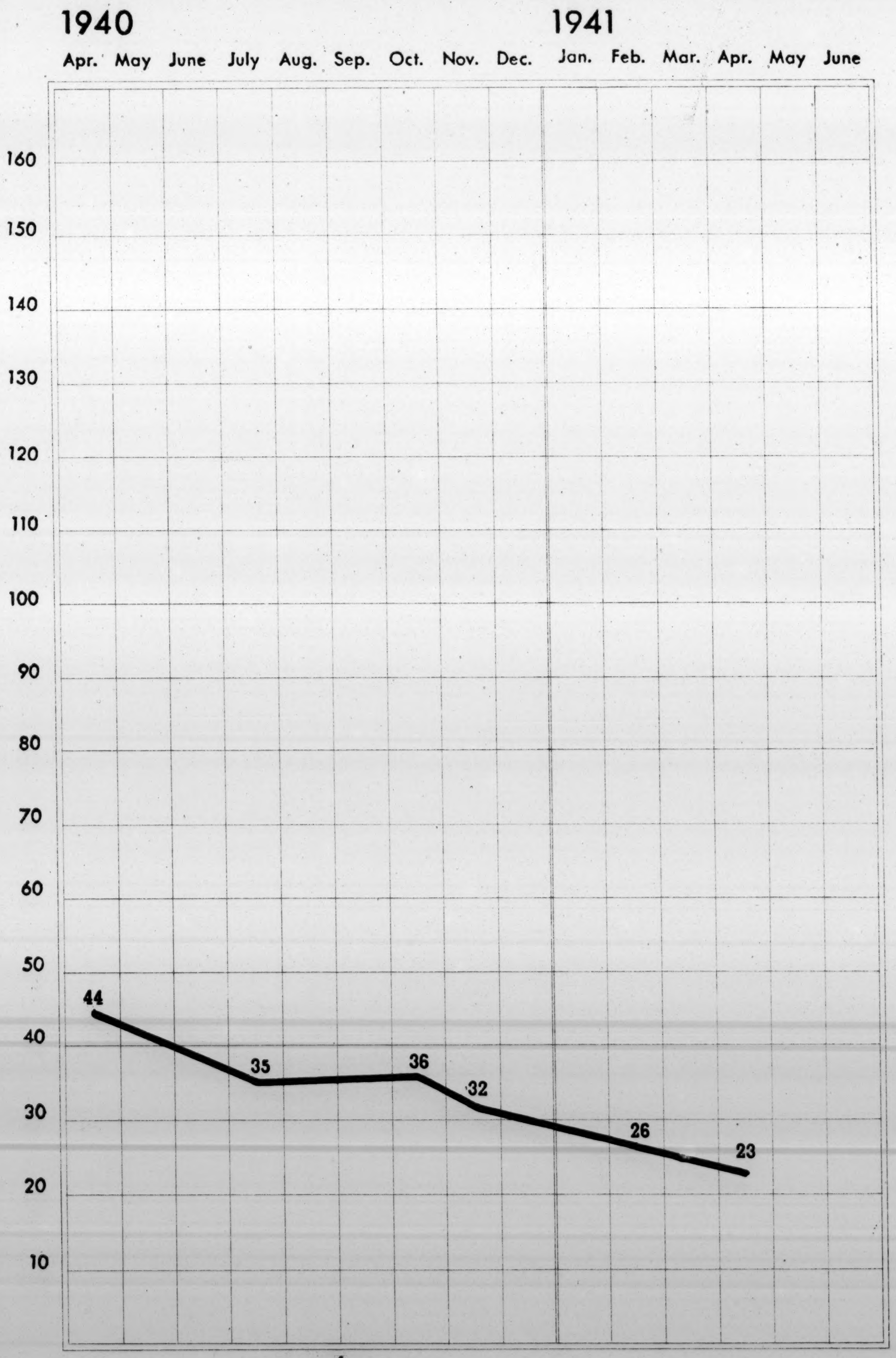


TAYLOR, Robert 21st

TAYLOR, Robert

February—April 1941



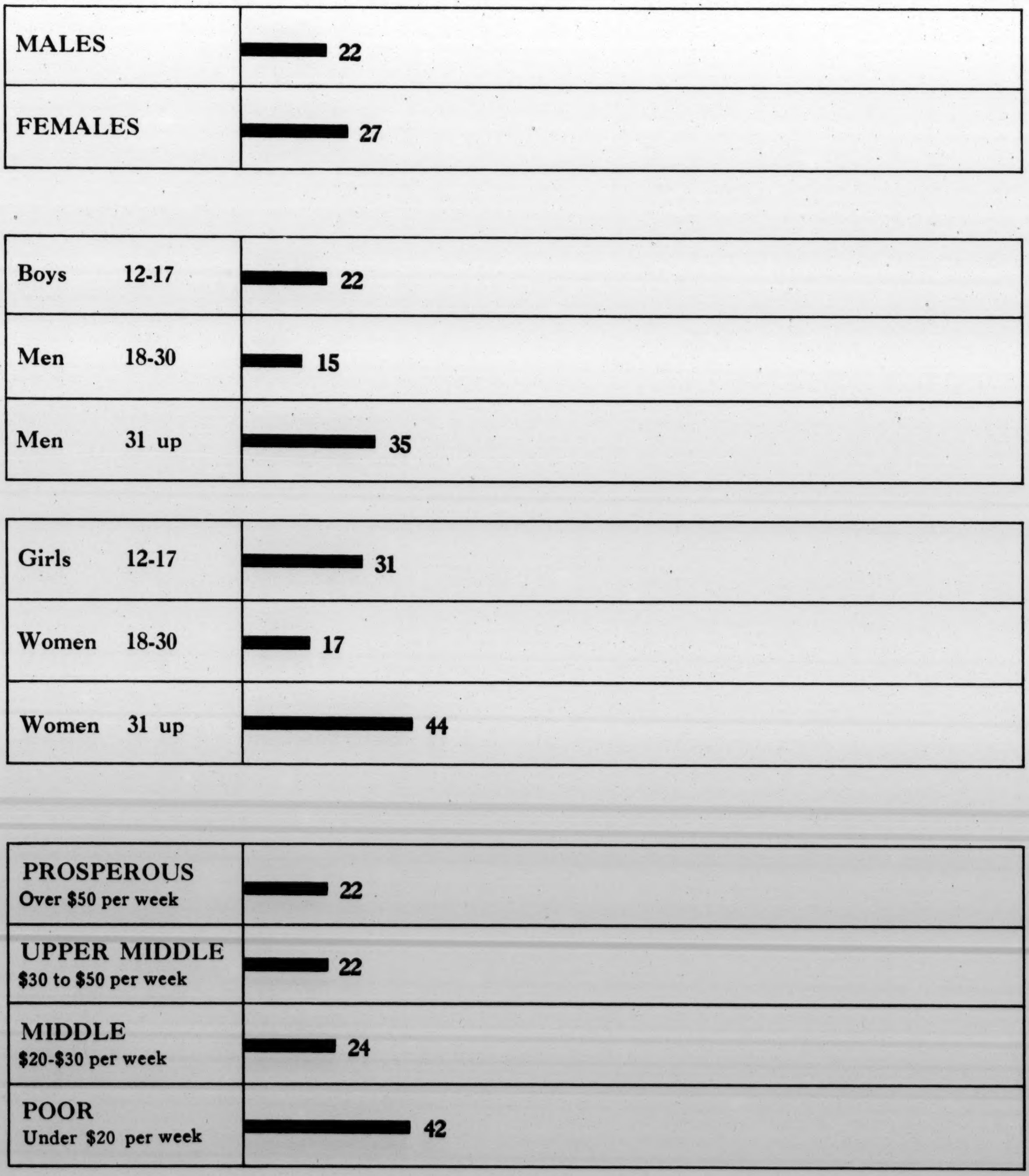


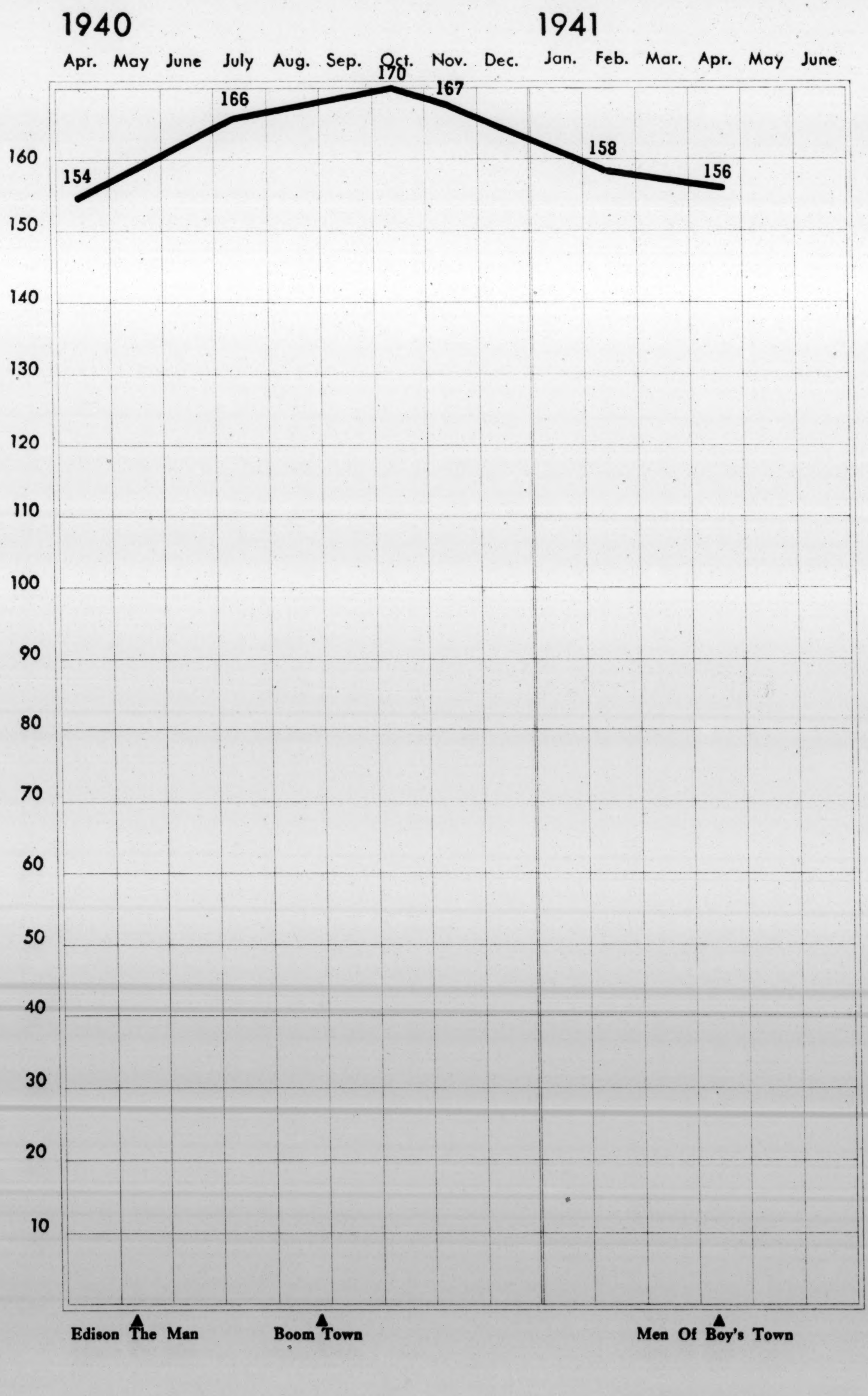
▲
The Young People

TEMPLE, Shirley 89th

TEMPLE, Shirley

February—April 1941

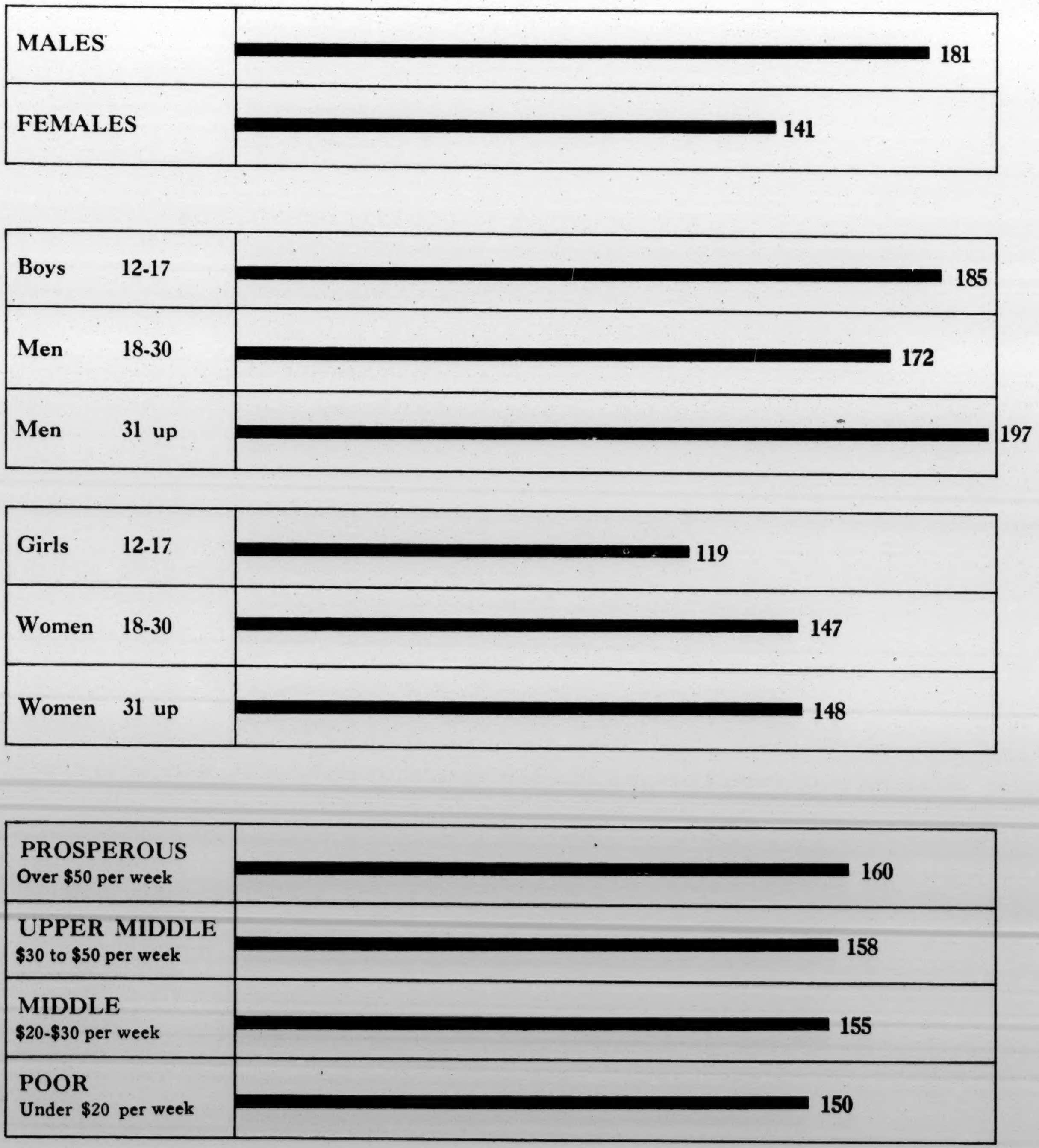


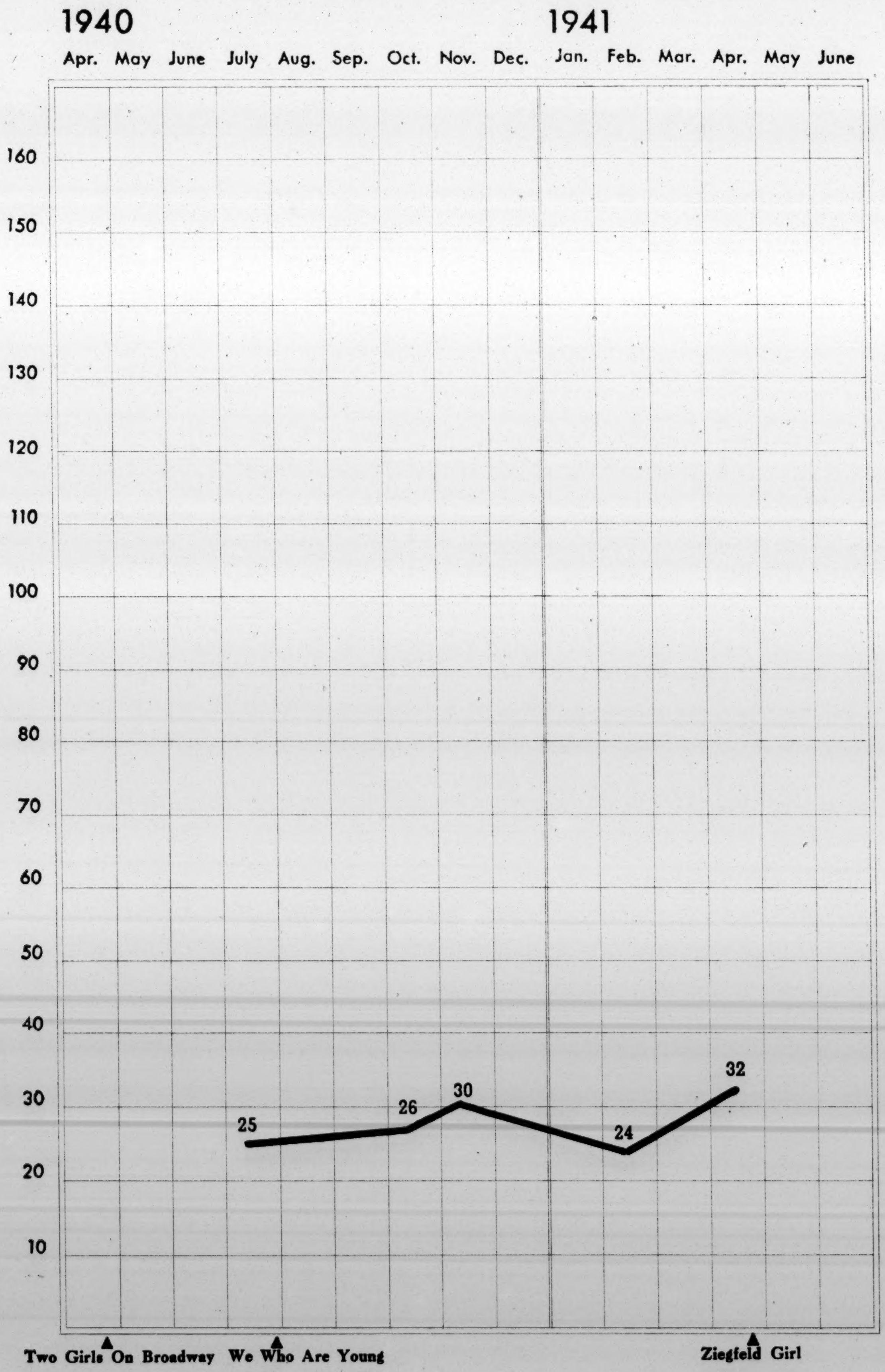


TRACY, Spencer 1st

TRACY, Spencer

February—April 1941

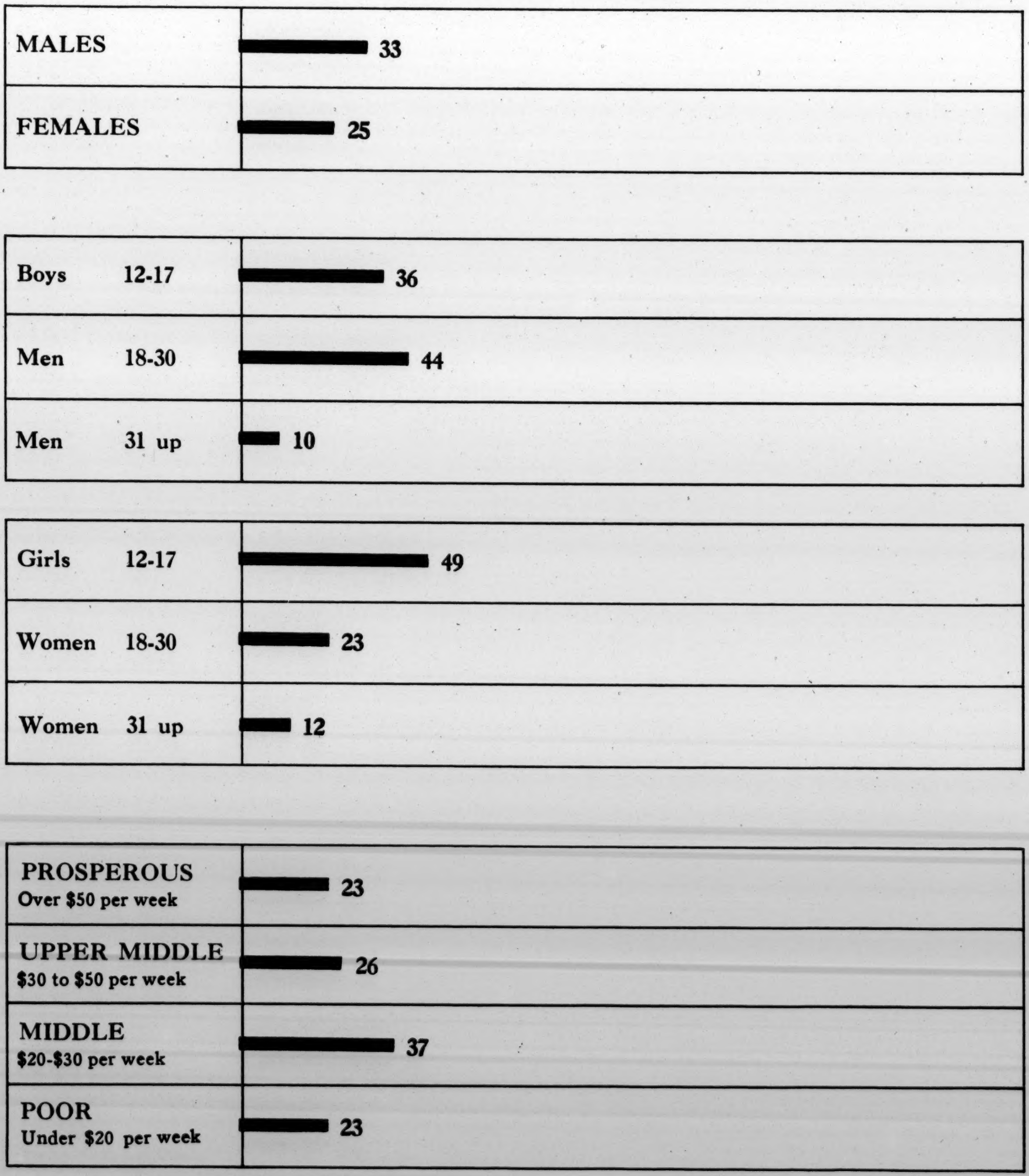


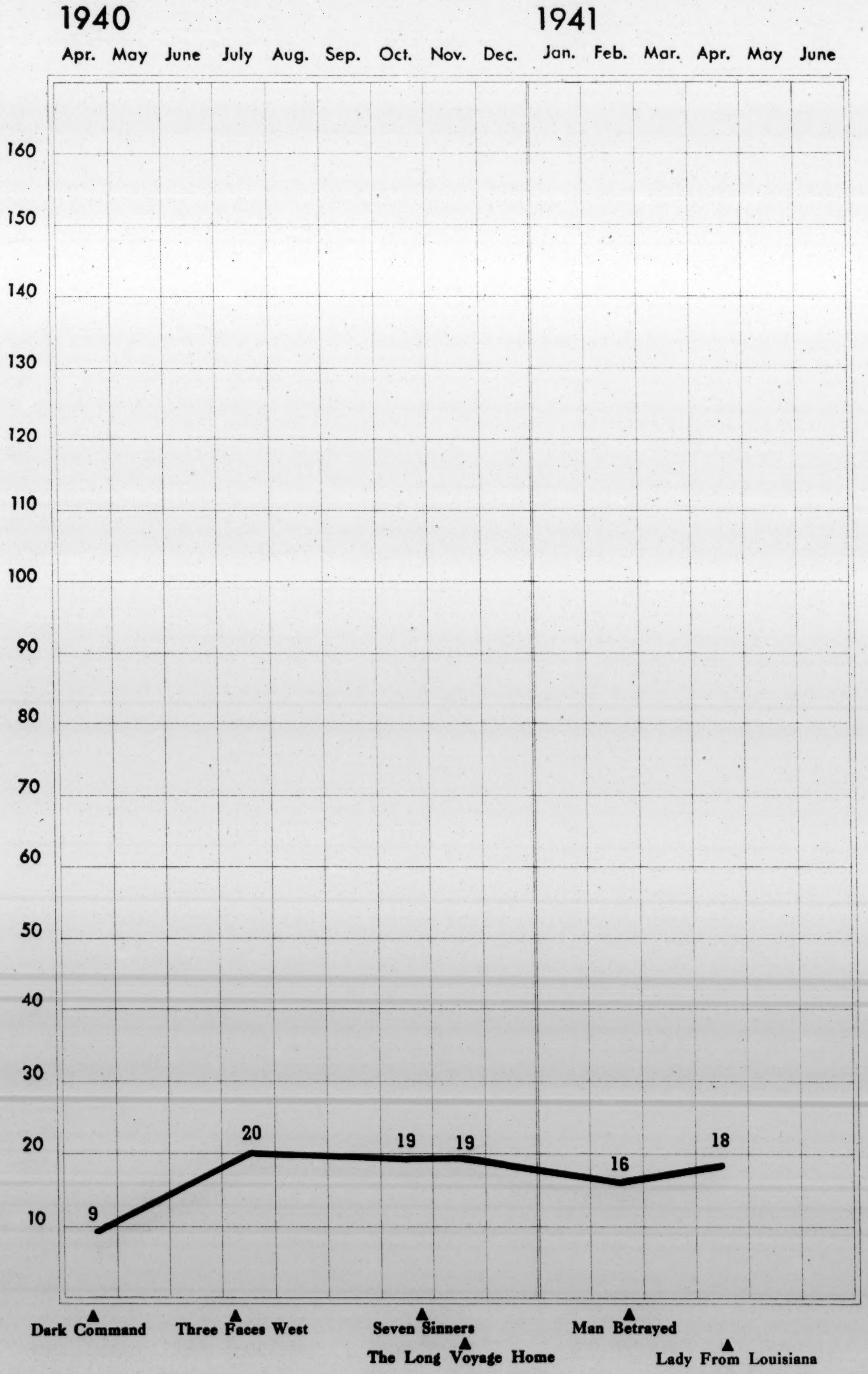


TURNER, Lana 68th

TURNER, Lana

February—April 1941

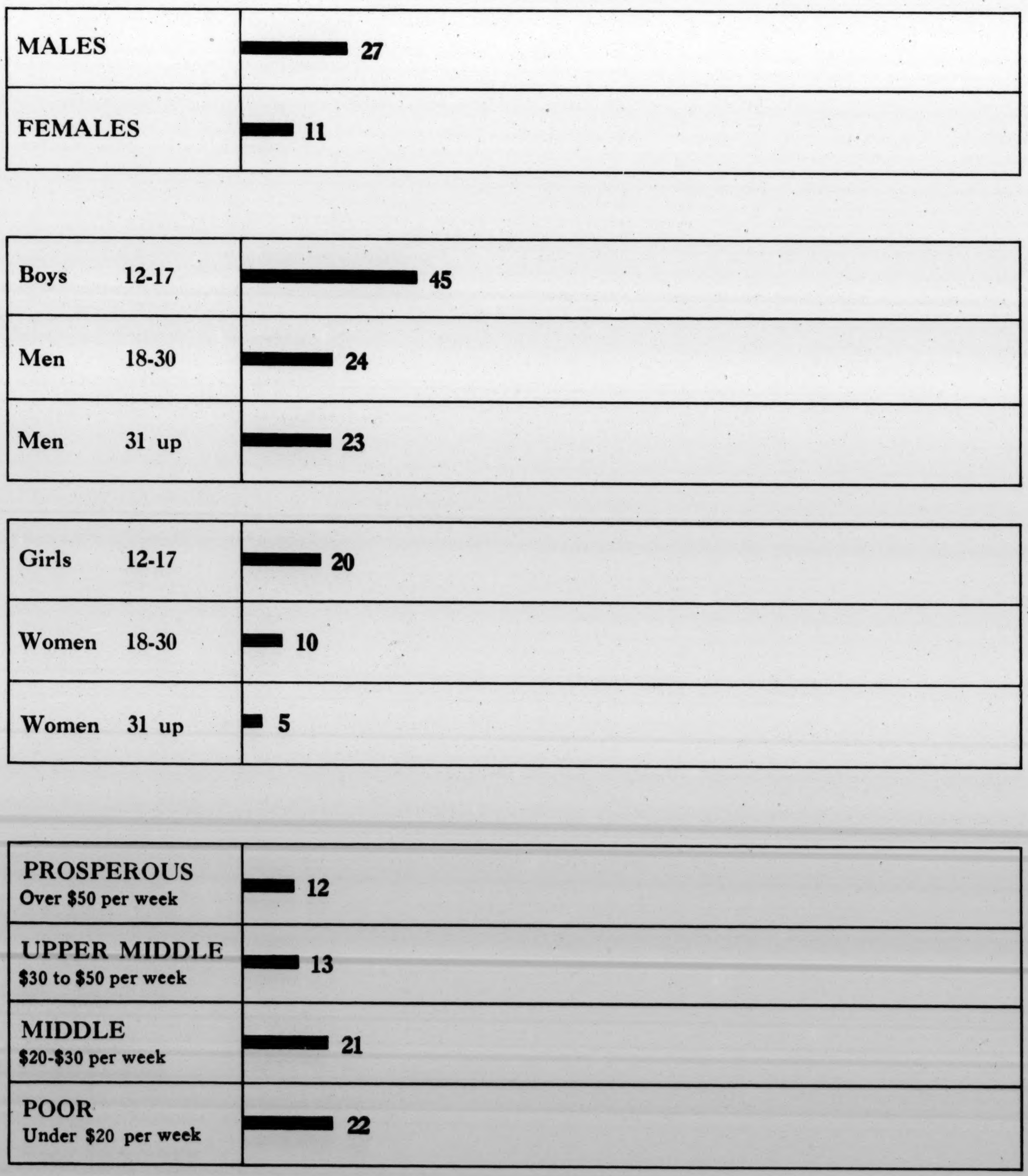


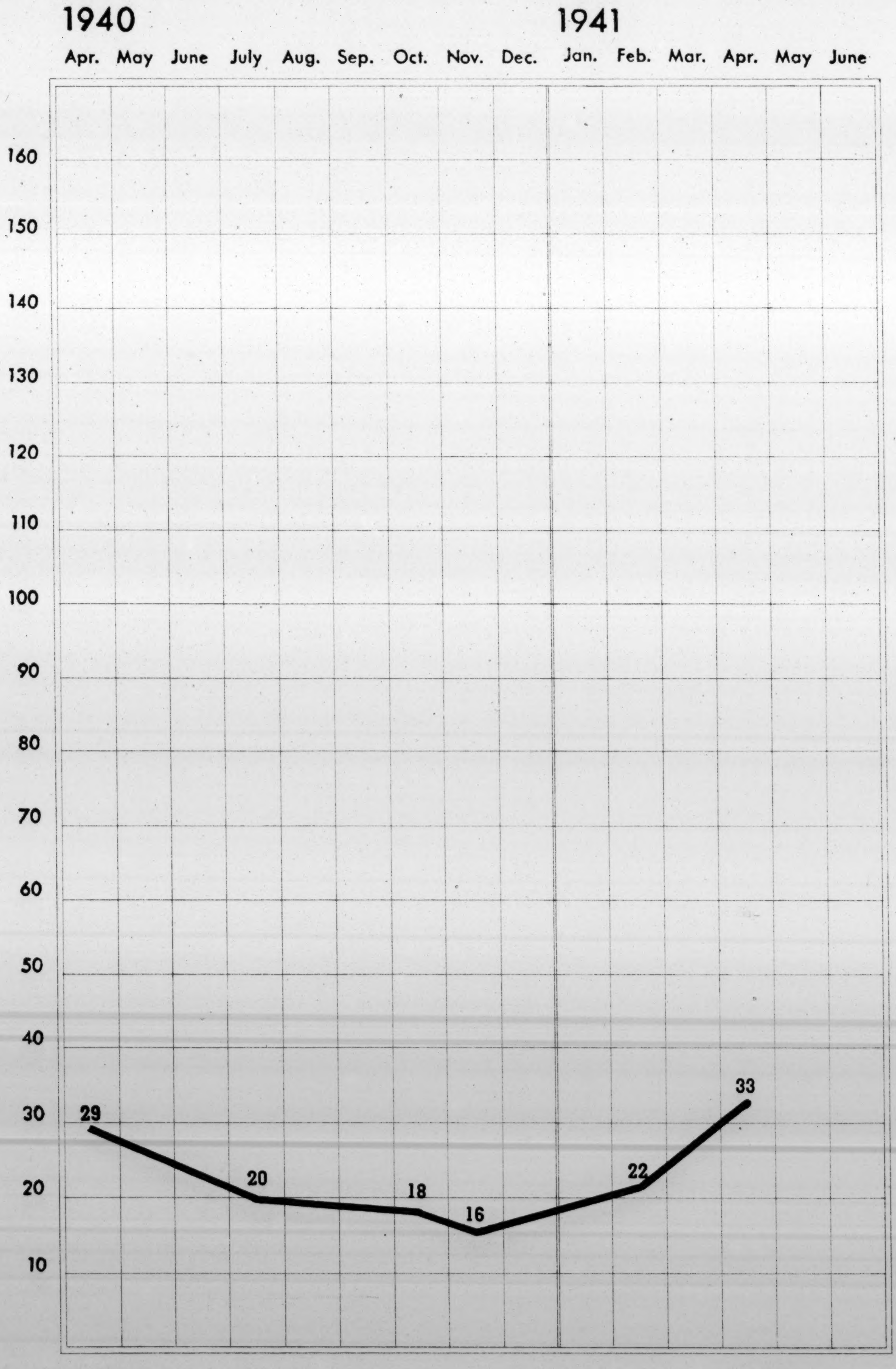


WAYNE, John 101st

WAYNE, John

February—April 1941



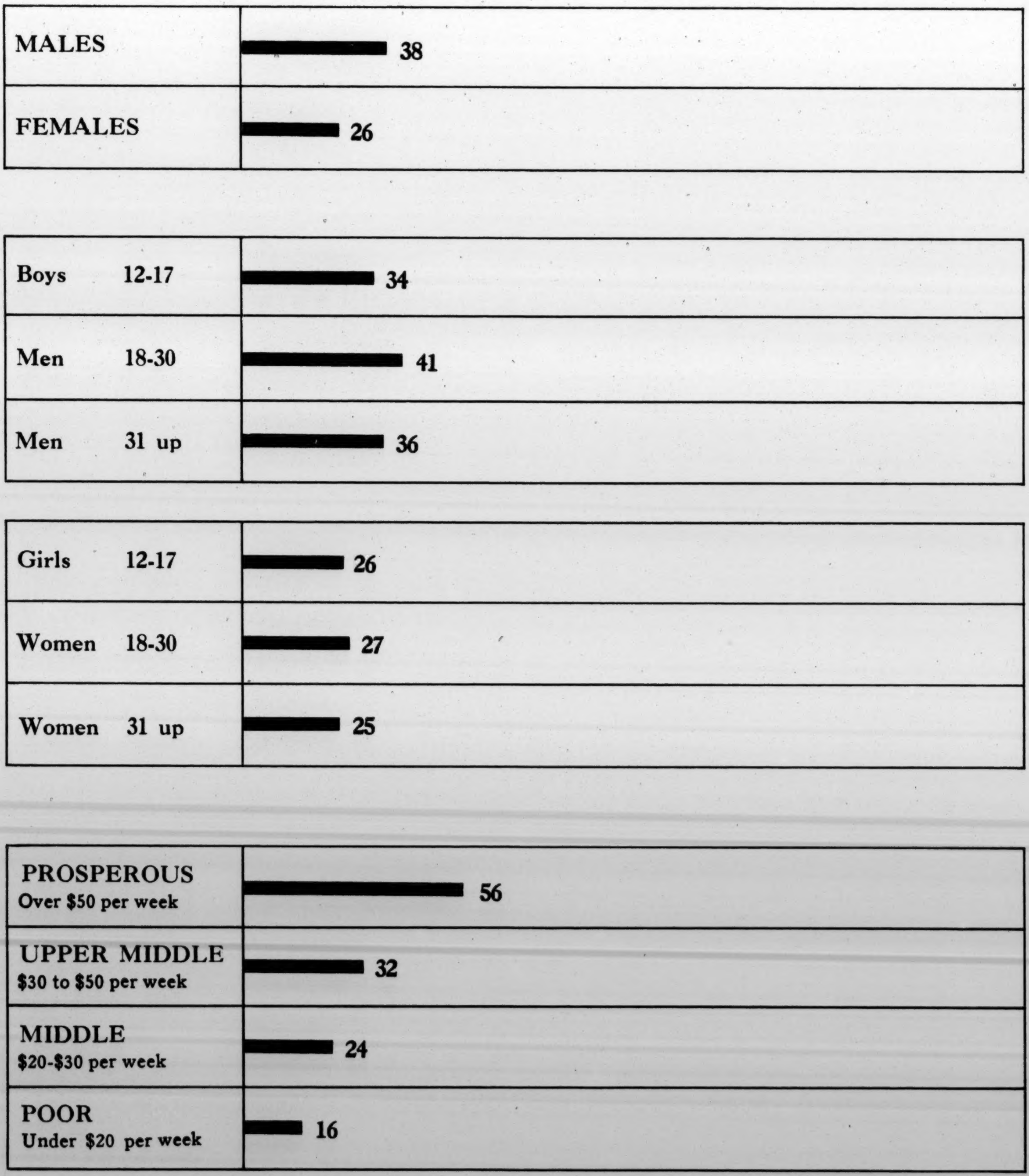


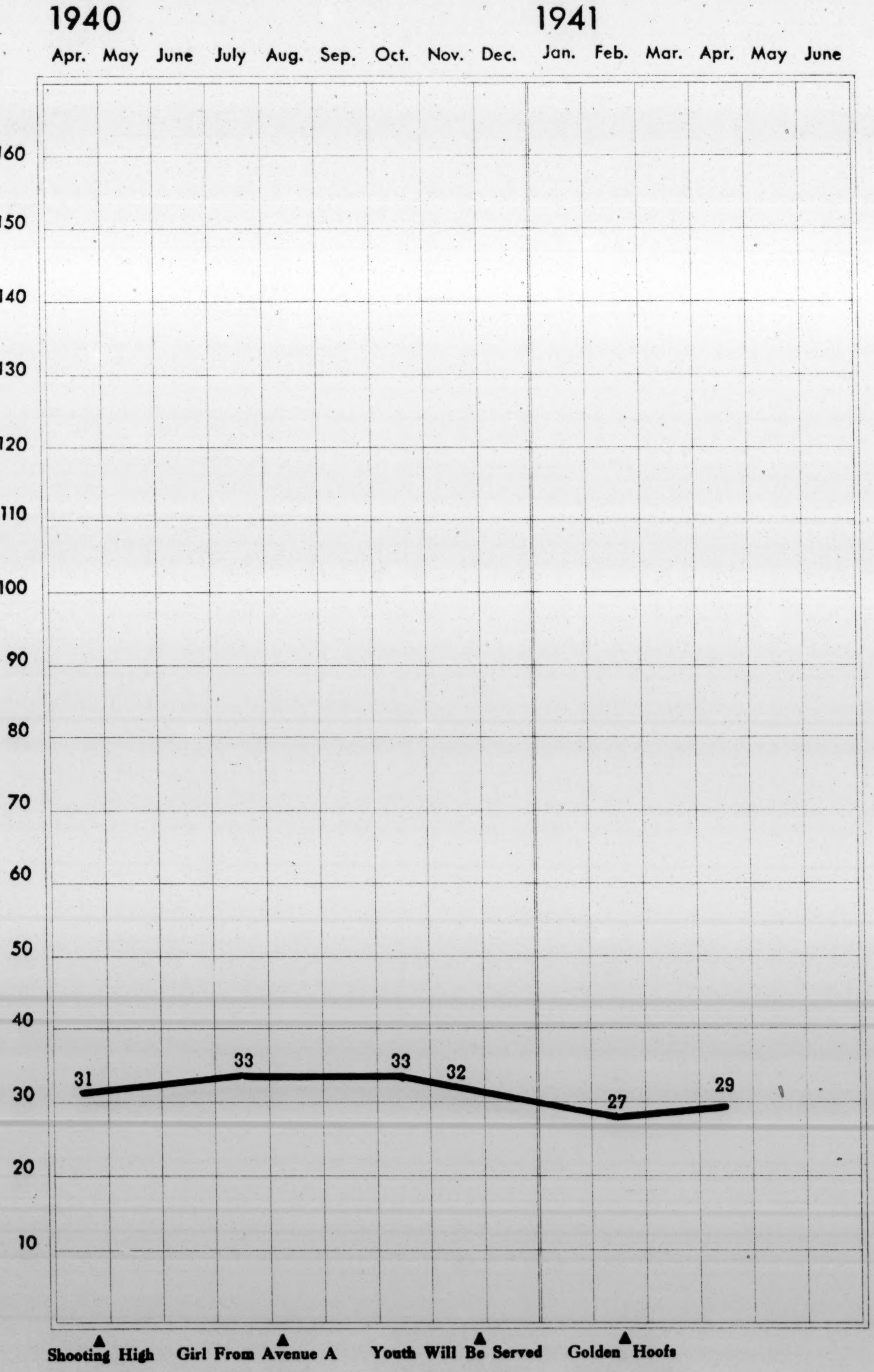
Citizen Kane

WELLES, Orson 65th

WELLES, Orson

February—April 1941

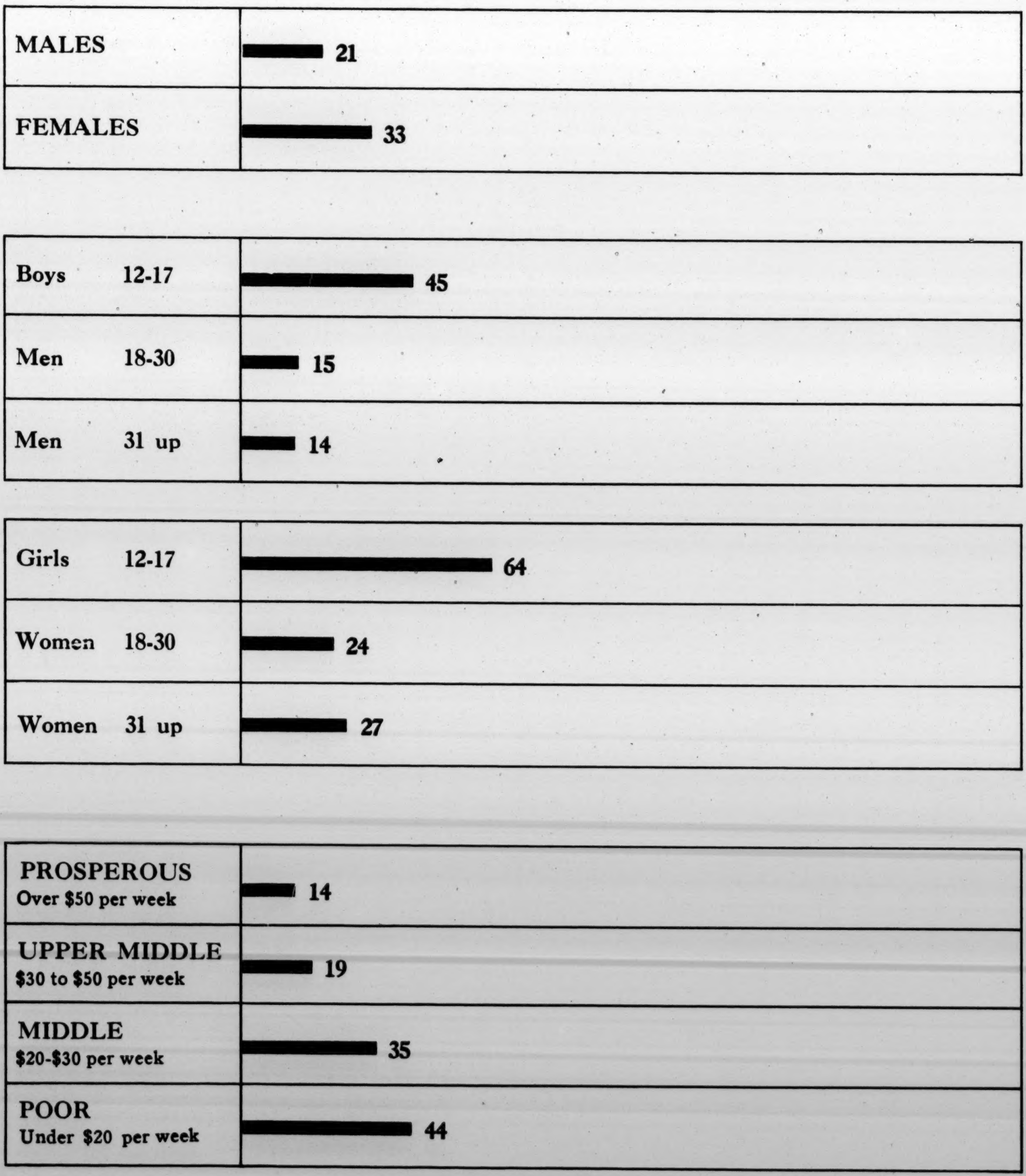


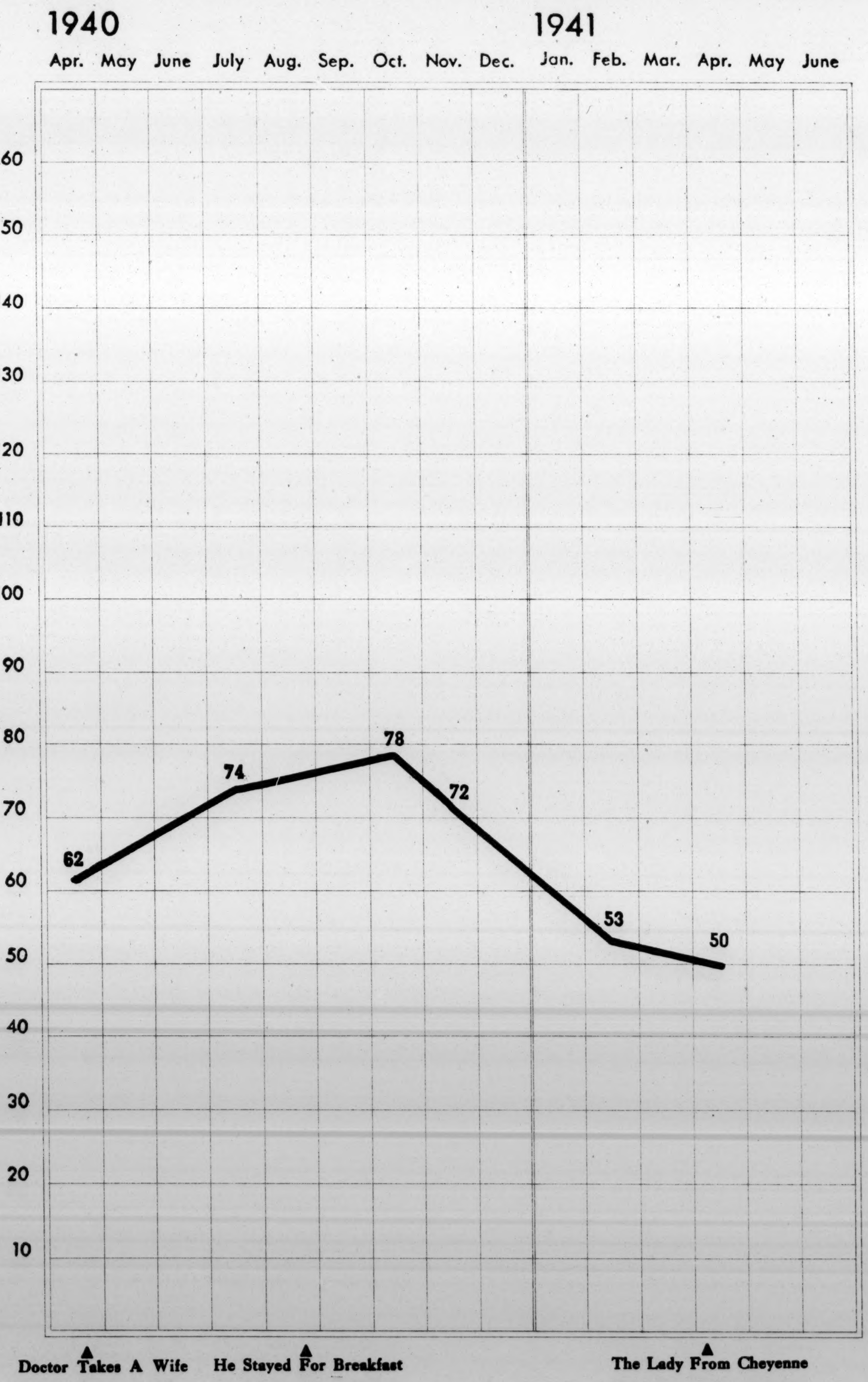


WITHERS, Jane 77th

WITHERS, Jane

February—April 1941

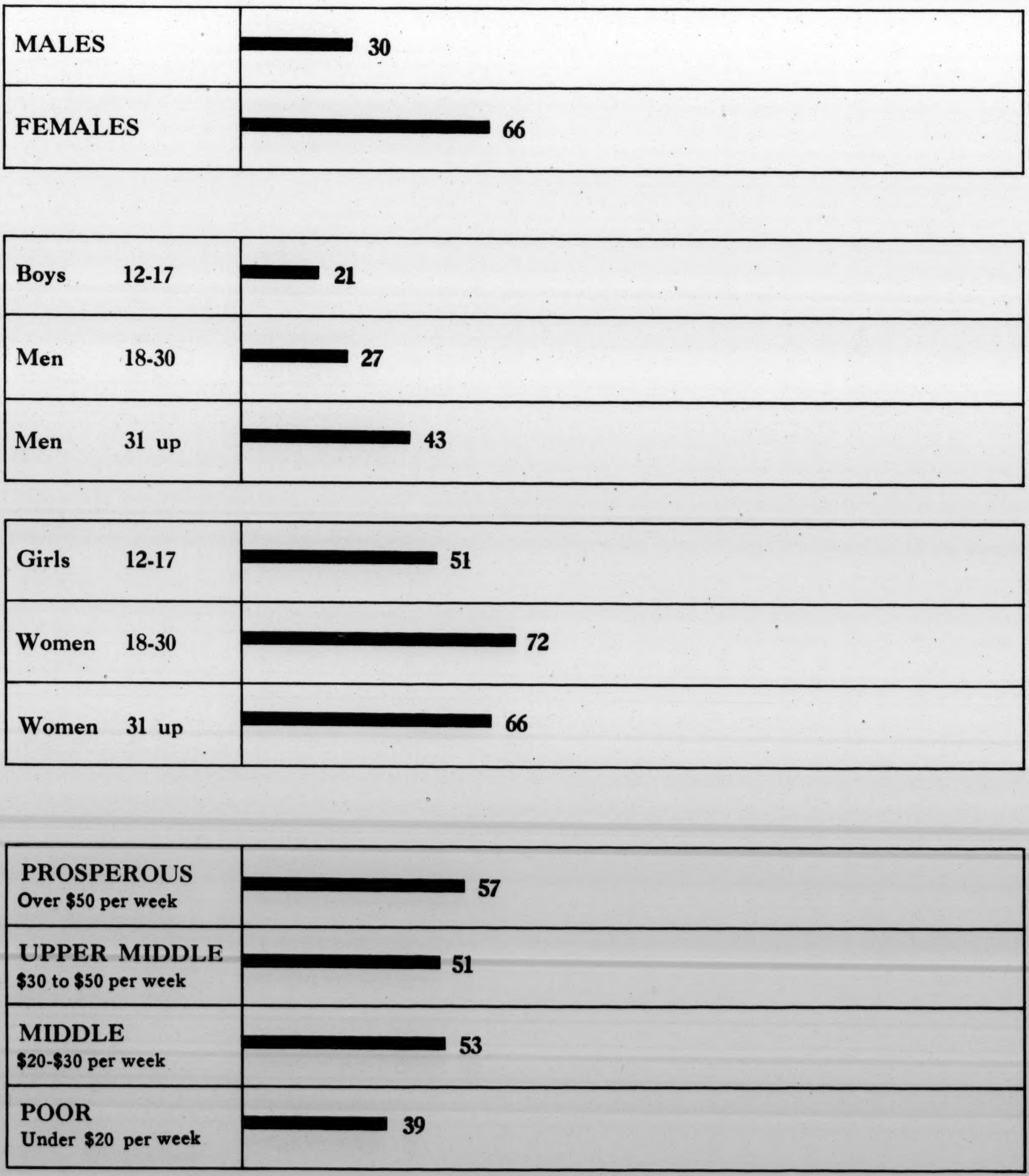


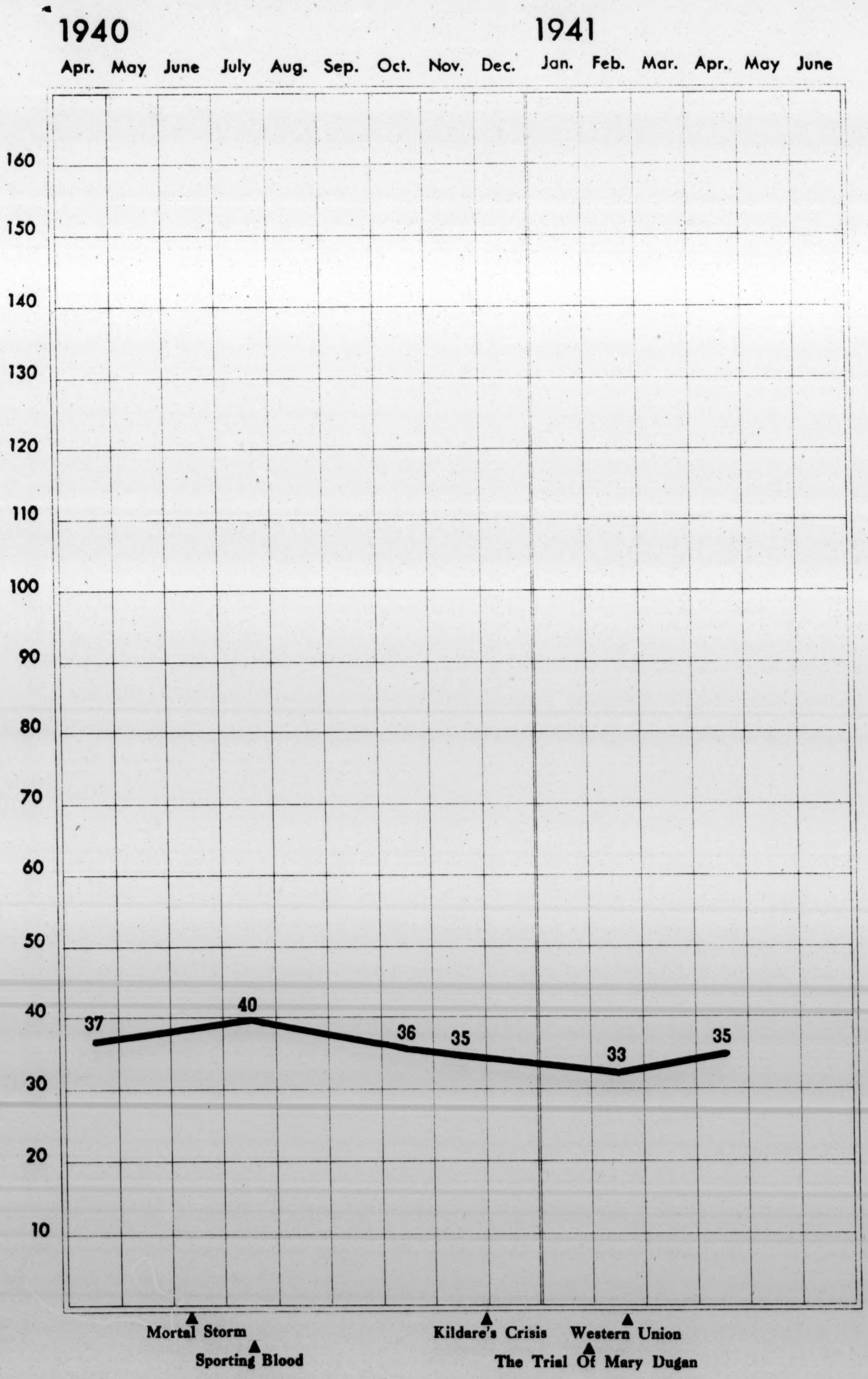


YOUNG, Loretta 48th

YOUNG, Loretta

February—April 1941





YOUNG, Robert 64th

YOUNG, Robert

February—April 1941